

Economic and cultural impact

- Europe (France) went crazy over calico
- used everywhere (went better, didn't fade)
 - baby clothes
 - wall hangings
 - bed covers
 - ladies' dresses
 - gentlemen's robes
- silk, wool, linen & hemp industry hated calico because of competition
- demanded protection 'save our jobs'
- some governments taxed imported fabrics, others banned altogether
- France in extreme prohibition
 - banned calico imports (cotton imports (even plains) all prints (even French))
- not only anti-foreign, but anti-cotton + print ^{anti}

The Economic & Cultural

- They made a new printing technique with copper plates and print was inspired by Chinese porcelain.
- It's new called faïence

bring heppiness?

1490 Vasco da Gama

first Arab + Turkish merchants
(middlemen)

before fashion, but in interior design
↓
in their settings seen as
feminine, informal fabric

1625 instructions to align church
with European aesthetics

France, aristocracy were church
England + Spain 1670 onwards

rules for keeping the mass from
wearing silk, but not for cotton

masses shocked wearing church.
* recognised as first mass fashion

protected; as in villages

No european manufactures
started copying china

↓
- impact on european society
+ clothing

creating our version of
painting patterns

↓
french underwear -

The Economic & Cultural impact of these textiles

- . 1600's calico
- . 1700's calico Started bringing this thin woven cotton fabric from india with just a few flower print
- Calico got banned in France. Prohibition
- . Europeans used Calico for everything and used the exotic prints
- . Because everyone loved it, the other fabric industries like silk, wool, linen & hemp were used less & less jobs. They asked for protection from the calico industry.
- . 173 years 1686-1759 Calico was illegal to use, buy etc.
- . You could go to jail for wearing it without trial
- . French people kept wearing it and ~~the~~ tried to find ways from countries where it was legal to get in France. or lied about what they were gonna do with the fabric
- . Prohibition was lifted in 1759 & replaced with 25% tax on imported calicos

