

## Contents

- List of figures and table* [page viii]  
*List of colour plates* [xvii]  
*Preface* [xix]  
*Acknowledgements for illustrations* [xxiii]

### PART I CULTURES AND IDENTITIES

- 1 Culture, identity and power [3]
- 2 Dress, language and identity [38]

### PART II BUILDING IDENTITIES

- 3 Roman Italy: between Roman, Greek and local [73]
- 4 Vitruvius: building Roman identity [144]

### PART III KNOWLEDGE AND POWER

- 5 Knowing the ancestors [213]
- 6 Knowing the city [259]

### PART IV THE CONSUMER REVOLUTION

- 7 Luxury and the consumer revolution [315]
- 8 Waves of fashion [356]

- Epilogue: a cultural revolution?* [441]  
*Bibliography* [455]  
*Index* [493]