

Luxury in Global Perspective

Global history is predicated on connections and exchange: how connections between far-flung people, places, and objects are forged through a variety of exchanges. As world history has matured as a field, its practitioners have found the movement of commodities between peoples, places, and time a fruitful vehicle for research and teaching. Studies of “bulk” items like salt, spices, coffee, and other globally traded commodities abound, but few scholars have examined the role of luxury goods in global perspective.

This book charts the many different contexts in which luxury objects have been used across the globe, ranging from the social practices linked to these objects to their production, exchange, and consumption, as well as how these practices varied over time and space and how different societies attributed diverse meanings to the same objects. Using luxury goods as a conduit, *Luxury in Global Perspective* enriches our understanding of global history.

Bernd-Stefan Grewe is professor of Modern History and Didactics of History at the University of Education in Freiburg, Germany.

Karin Hofmeester is senior researcher at the International Institute of Social History in Amsterdam and professor of Jewish Culture at Antwerp University.

Studies in Comparative World History

Editors

Michael Adas, *Rutgers University*
Patrick Manning, *University of Pittsburgh*
Philip D. Curtin, *The Johns Hopkins University*

Other Books in the Series

- Michael Adas, *Prophets of Rebellion: Millenarian Protest Movements against the European Colonial Order* (1979)
Philip D. Curtin, *Cross-Cultural Trade in World History* (1984)
Leo Spitzer, *Lives in Between: Assimilation and Marginality in Austria, Brazil, and West Africa, 1780–1945* (1989)
Philip D. Curtin, *The Rise and Fall of the Plantation Complex: Essays in Atlantic History* (1990; second edition, 1998)
John Thornton, *Africa and Africans in the Making of the Atlantic World, 1400–1800* (1992; second edition, 1998)
Marshall G. S. Hodgson, Edmund Burke III (ed.), *Rethinking World History: Essays on Europe, Islam and World History* (1993)
David Northrup, *Indentured Labor in the Age of Imperialism, 1834–1922* (1995)
Lauren Benton, *Law and Colonial Cultures: Legal Regimes in World History, 1400–1900* (2002)
Victor Lieberman, *Strange Parallels: Southeast Asia in Global Context, c. 800–1830, vol. 1: Integration on the Mainland* (2003)
Kerry Ward, *Networks of Empire: Forced Migration in the Dutch East India Company* (2009)
Ulbe Bosma, *The Sugar Plantation in India and Indonesia: Industrial Production, 1770–2010* (2013)

Luxury in Global Perspective

Objects and Practices, 1600–2000

BERND-STEFAN GREWE

University of Education, Freiburg

KARIN HOFMEESTER

International Institute of Social History, Amsterdam



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press & Assessment
 978-1-107-10832-5 — Luxury in Global Perspective
 Edited by Karin Hofmeester, Bernd-Stefan Grewe
 Frontmatter
[More Information](#)



CAMBRIDGE
 UNIVERSITY PRESS

Shaftesbury Road, Cambridge CB2 8EA, United Kingdom
 One Liberty Plaza, 20th Floor, New York, NY 10006, USA
 477 Williamstown Road, Port Melbourne, VIC 3207, Australia
 314-321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025, India
 103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment,
 a department of the University of Cambridge.

We share the University's mission to contribute to society through the pursuit of
 education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781107108325

© Cambridge University Press & Assessment 2016

This publication is in copyright. Subject to statutory exception and to the provisions
 of relevant collective licensing agreements, no reproduction of any part may take
 place without the written permission of Cambridge University Press & Assessment.

First published 2016

A catalogue record for this publication is available from the British Library

Library of Congress Cataloging-in-Publication data

Names: Hofmeester, Karin, 1964– editor. | Grewe, Bernd-Stefan, editor.

Title: *Luxury in global perspective: objects and practices, 1600–2000* /
 edited by Karin Hofmeester, Bernd-Stefan Grewe.

Description: New York : Cambridge University Press, 2016. |

Series: Studies in comparative world history |

Includes bibliographical references and index.

Identifiers: LCCN 2016009407 | ISBN 9781107108325 (hardback)

Subjects: LCSH: Luxury – History. | Wealth – History. | Economic history.

Classification: LCC HC52 .L89 2016 | DDC 338.4/7–dc23

LC record available at <http://lcn.loc.gov/2016009407>

ISBN 978-1-107-10832-5 Hardback

Cambridge University Press & Assessment has no responsibility for the persistence
 or accuracy of URLs for external or third-party internet websites referred to in this
 publication and does not guarantee that any content on such websites is, or will
 remain, accurate or appropriate.

Contents

<i>List of figures</i>	<i>page</i> ix
<i>List of maps</i>	xi
<i>List of tables</i>	xii
<i>Notes on contributors</i>	xiii
<i>Acknowledgments</i>	xv
<i>List of abbreviations</i>	xix
Introduction: Luxury and global history <i>Bernd-Stefan Grewe and Karin Hofmeester</i>	I
1 Precious things in motion: Luxury and the circulation of jewels in Mughal India <i>Kim Siebenhüner</i>	27
2 Diamonds as global luxury commodity <i>Karin Hofmeester</i>	55
3 Gold in twentieth-century India: A luxury? <i>Bernd-Stefan Grewe</i>	91
4 Chinese porcelain in local and global context: The imperial connection <i>Anne Gerritsen</i>	116
5 Luxury or commodity? The success of Indian cotton cloth in the first global age <i>Giorgio Riello</i>	138
6 The gendered luxury of wax prints in South Ghana: A local luxury good with global roots <i>Silvia Ruschak</i>	169

viii	<i>Contents</i>	
7	From Venice to East Africa: History, uses, and meanings of glass beads <i>Karin Pallaver</i>	192
8	Imports and autarky: Tortoiseshell in early modern Japan <i>Martha Chaiklin</i>	218
9	Tickling and clicking the ivories: The metamorphosis of a global commodity in the nineteenth century <i>Jonas Kranzer</i>	242
10	The conservation of luxury: Safari hunting and the consumption of wildlife in twentieth-century East Africa <i>Bernhard Gissibl</i>	263
	Luxury as a global phenomenon: Concluding remarks <i>Bernd-Stefan Grewe and Karin Hofmeester</i>	301
	<i>Index</i>	311

Figures

1	Hans Holbein, “Georg Gize, a German merchant in London” (1532)	page 12
2	“Jahangir Entertains Shah Abbas from the <i>St. Petersburg Album</i> ” (India, c. 1620)	13
3	A young man offers a jewel on a tray from the <i>Dārā Shukōh Album</i> (c. 1635)	42
4	Jahangir receives <i>Khurram</i> after his victorious campaign on the Deccan, <i>Padshahnama</i> (c. 1640)	46
5	Inscribed royal spinel	48
6	Table-cut, rose-cut, and brilliant-cut diamond	71
7	Jacques Cartier with Indian gemstone merchants (1911)	86
8	Anonymous, Still life with fruit and dishes on a Smyrna tapestry (c. 1650–80)	117
9	Earthenware jar with dragon and phoenix design (Ming dynasty)	127
10	Emperor Babur receiving a visitor, from the <i>Baburnama</i> (c. 1590)	146
11	Block-printed, painted, and resist-dyed cotton panel used for a tent hanging (India, late seventeenth–eighteenth century)	148
12	Rectangular painted and resist-dyed cotton coverlet (<i>rumal</i>) (Golconda, 1625–50)	149
13	Mordant-dyed and painted cotton ceremonial hanging (Coromandel Coast, eighteenth century)	155
14	Detail of “The Fremlin Carpet” woolen pile on cotton carpet (Lahore, c. 1640)	159
15	<i>Palampore</i> , a chintz hanging filled with beautifully drawn flowers (Coromandel Coast, eighteenth century)	162

16	Petticoat, visible underskirt of a woman's outfit made of mordant-dyed and resist-dyed cotton (Coromandel Coast, c. 1750)	165
17	Mainly wax prints in a shop in Takoradi (Southern Ghana, 2007)	170
18	A small selection of <i>kabas</i> owned by a woman in her mid-40s. Takoradi (Southern Ghana, 2004)	187
19	The cloth-chest of a circa forty-year-old cook Takoradi (Southern Ghana, 2007)	189
20	Trade beads sample card	212
21	Shibori Kanzashi benichoku	220
22	<i>Courtesan</i> Takao of Miura-ya wearing three combs, eight <i>kanzashi</i> , and an extra long <i>kōgai</i> of tortoiseshell (Utagawa Sadakage, c. 1818–30)	233
23	Four penis sheaths, four penis rings, one finger sheath, all made from tortoiseshell (Japan)	235
24	Advert for big game hunting in Kenya by the Uganda Railway Company (pre-World War I)	283
25	The East African trophy exhibition of German Colonial Official Fritz Bronsart von Schellendorff (Karlsruhe, 1903)	290

Maps

1	India	<i>page</i> 39
2	China	120
3	The Swahili Coast and the Interior	206

Tables

1	Typologies of Luxury	<i>page</i> 14
2	Typology: Positional, Ceremonial and Aspirational Luxury	168

Notes on contributors

Martha Chaiklin teaches at Zayed University. She has a broad experience in studying the history of material culture. She has worked on ivory, the trade of the Dutch East India Company in Asia, the culture of gift giving, and international exhibitions.

Anne Gerritsen (PhD Harvard) is professor of Chinese History at the University of Warwick, and since 2013 combines this with a Chair at the Leiden University Institute for Area Studies. In 2013–14, she was fellow-in-residence at the Netherlands Institute of Advanced Study in Wassenaar, Netherlands.

Bernard Gissibl is a postdoctoral researcher at the Leibniz-Institute of European History in Mainz, Germany. His research interests focus on the history of conservation, imperial history, and human-animal relations in transnational and global perspective.

Bernd-Stefan Grewe is professor of Modern History and Didactics of History at the University of Education in Freiburg, Germany. His research interests include environmental history and rural history; he studies the global history of gold in the twentieth century with a special focus on South Africa, India, and Great Britain and became fascinated by the field of material culture.

Karin Hofmeester is senior researcher at the International Institute of Social History (IISH) in Amsterdam and professor of Jewish Culture at Antwerp University. She is project leader of the Global Collaboratory on the History of Labour Relations 1500–2000 and studies the global commodity chain of diamonds from the sixteenth to the twentieth century.

Jonas Kranzer is a PhD student at the University of Konstanz and works on a dissertation about the global commodity chain of ivory in the nineteenth and twentieth century.

Karin Pallaver is associate professor at the Department of History and Cultures, University of Bologna. She completed her doctorate at the University of Cagliari and has worked as researcher in the “Money in Africa Project” at the British Museum. Her research focuses on nineteenth-century East African economy and trade, with a special focus on monetary history.

Giorgio Riello is professor in Global History and Culture at the Department of History at the University of Warwick. He has widely published on fashion, product innovation and design in eighteenth- and nineteenth-century Europe, and the global trade and the manufacturing of textiles.

Silvia Ruschak holds a PhD in history from the University of Vienna. She currently teaches in the Master Programme for Global History at the Department of Economic and Social History at the University of Vienna. Her major research interests lie in the field of global textile and gender history with a special focus on West Africa.

Kim Siebenhüner holds a research professorship of the Swiss National Fonds in early modern history at the History Department of the University of Bern. Her research interests include the history of material culture and consumption, early modern Indian history, autobiographical writing, and the history of religion. Currently, she works on a research project focusing on cotton textiles in early modern Switzerland and Germany.

Acknowledgments

Every book has its own history. The history of this book started when we met for the first time at a workshop at the University of Konstanz in February 2009. Some of our authors and their forthcoming articles had been recruited on this occasion: Anne Gerritsen, Giorgio Riello, Jonas Kranzer, Silvia Ruschak and Kim Siebenhüner. Then we decided to ask some other authors studying other related and fascinating topics to join our project and we were happy to get the contributions of Martha Chaiklin, Bernhard Gissibl and Karin Pallaver. It is a pleasure to acknowledge our authors for their rich expertise they brought into our book and for the amount of work they have put into it, and also for their patience during the period from their first draft version of their articles to the final copy reading.

We would like to thank three grand academics in the field of global history who were of great significance for the making of this book, each of them in a particular phase of the project. First of all Prof. Dr. Jürgen Osterhammel who raised funds for a Junior Research Group (Nachwuchsgruppe) “Dynamics of Transnational Agency” at the University of Konstanz. All PhD students and the coordinator of the group studied global history and worked on the spot in different countries such as Tanzania, South Africa, India or China, to name just a few. Bernd-Stefan Grewe, then leader of the research group, had the idea to organize a first workshop on “History of Commodities and Commodity Chains,” which was then followed up by two other workshops in 2010 and 2011. Second, we thank Prof. Dr. Marcel van der Linden, of the International Institute of Social History (IISH) in Amsterdam, who inspired us during these workshops with his interpretation of the Commodity Chain Approach

and stimulated us to make a book on luxury commodities. Third, Prof. Dr. Patrick Manning of the World History Center of the University of Pittsburgh read the first version of the manuscript and encouraged us to submit it to the Cambridge Studies in Comparative World History Series. We are grateful for his helpful comments as well as of those of the anonymous reviewers of the manuscript.

Karin Hofmeester would like to express her gratitude to the Fritz Thyssen Stiftung for their generous grant that enabled her to spend two years almost full-time on research. The work on this book and a number of articles on diamonds would not have been possible without it. She also wants to thank the members of the IISH research staff that replaced during her absence and that commented upon her work during various presentations.

We learned a lot about many other global commodities from the participants at the workshops “History of Commodities and Commodity Chains” (2009), “Parallel Commodity Chains: Substitutes and Informal Economy” (2010), and “Fragility and Disconnections of Global Commodity Chains” (2011). Some of the other papers presented here have been published in Jonathan Curry–Machado (ed.), *Global Histories, Imperial Commodities, Local Interactions*, Basingstoke: Palgrave Macmillan 2013.

The workshops at Konstanz would not have been realized without the generous support of the Center of Excellence “Cultural Foundations of Social Integration.” Thanks to its speaker Prof. Dr. Rudolf Schlögl and his team (especially Fred Giroud and Jan Kröger) who made it possible to use its nice facilities at the Bischofsvilla on the banks of the Rhine. The Center also financed the costs for the translation and for the editing work by James Fearn, thank you again.

Comments we received during presentations we gave at other conferences also inspired us, we would like to thank Beverly Lemire commentator and chair as well as the participants of our session “Global Luxury Commodities: Production, Exchange, Consumption and Valuation” organized at the European Social Science History Conference held in Vienna (2014) as well as the participants of the workshops of the Indian Association of Labour Historians in Delhi held in 2010 and 2014.

Many thanks to Joel Golb for his excellent work of translating the German versions of the introduction and of the articles by Jonas Kranzer, Silvia Ruschak, Kim Siebenhüner, and Bernd-Stefan Grewe. A big thank you to Markus Himmelsbach for his support with indexing this volume.

Acknowledgments

xvii

Finally, we thank the team of Cambridge University Press – especially Deborah Gershenowitz, Dana Bricken, and David Morris – for their guidance in realizing this project, for meticulous help we thank Nishanthini Vetrivel, and for careful copy-editing Christine Dunn. We apologize for any remaining errors or omissions and would be grateful if notified of any corrections that should be incorporated in future reprints or editions of this book.

Abbreviations

ADATIG	<i>Anglo Dutch African Textile Investigation Group</i>
BCE	<i>Before Common Era</i>
B.E.A.	<i>British East Africa</i>
CE	<i>Common Era</i>
CITES	<i>Convention on International Trade in Endangered Species of Wild Fauna and Flora</i>
EAPHA	<i>East African Professional Hunters' Association</i>
EIC	<i>East India Company</i>
GCA	<i>Game Controlled Areas</i>
GTP	<i>Ghana Textile Printing Company</i>
NGO	<i>Nongovernmental organization</i>
VOC	<i>Dutch East India Company (Vereenigde Oostindische Compagnie)</i>
WWF	<i>World Wildlife Fund</i>