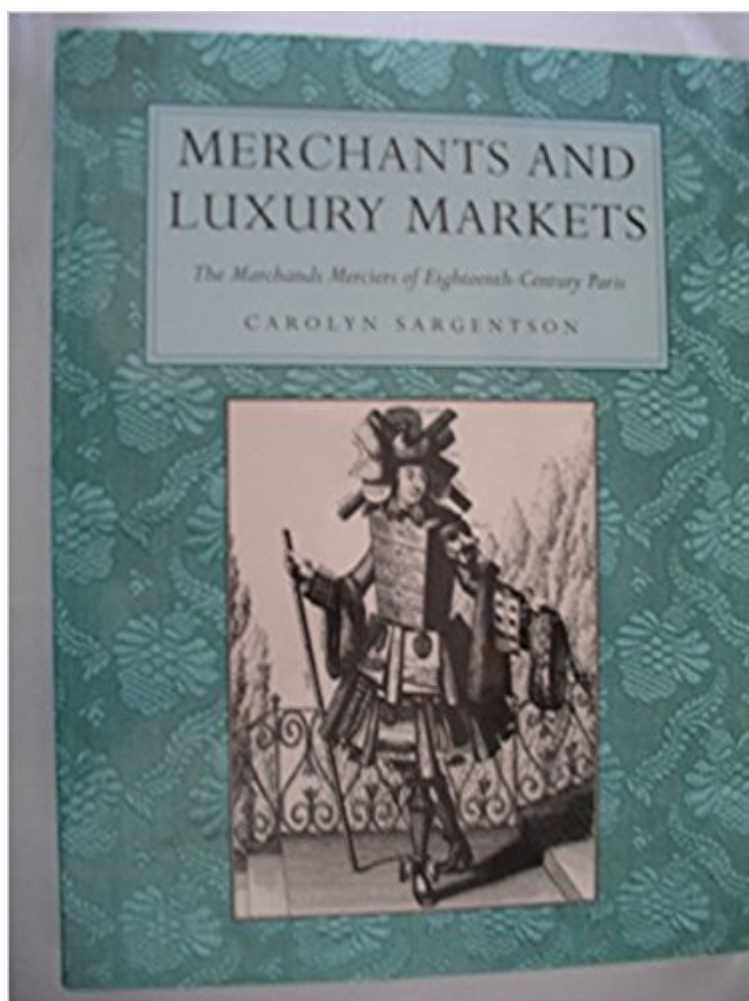


The book was found

Merchants And Luxury Markets: The Marchands Merciers Of Eighteenth-Century Paris



Synopsis

"Makers of nothing, sellers of everything" is how official records define the marchands merciers of eighteenth-century Paris. These merchants were centered around the rue St. Honoré, identified then, as now, with the luxury trades for which Paris was already internationally famous. They established trading rights in items like fans, wigs, mirrors, and even ink, all of which were supplied to markets that were fashion-driven and likely to expand rapidly. Through an examination of inventories and other records, Sargentson offers a new perspective on the history of consumption, painting a fascinating picture of the marketplace for luxury goods during the fifty years that preceded the Revolution. Her text raises important questions about the life cycle of objects and the way they were valued; the trading options of merchants who operated within narrow margins of credit and cash flow; and the relations between the different groups jostling for position and advantage.

Book Information

Hardcover: 256 pages

Publisher: Oxford University Press; 1 edition (September 5, 1996)

Language: English

ISBN-10: 0892362952

ISBN-13: 978-0892362950

Product Dimensions: 8.6 x 1 x 11.4 inches

Shipping Weight: 2.9 pounds

Average Customer Review: Be the first to review this item

Best Sellers Rank: #4,742,874 in Books (See Top 100 in Books) #81 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Bibliographies & Indexes > Business #726 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Bibliographies & Indexes > History #2003 in Books > Business & Money > Economics > Commerce

Customer Reviews

Merchants And Luxury Markets: The Marchands-Merciers Of 18th Century Paris is a major contribution to the study of the Parisian marketplace for luxury goods in pre-Revolutionary France. Historians examining the luxury economy in 18th Century Paris have generally focused on makers of goods, instead of sellers. Carolyn Sargentson offers a new and fascinating perspective on the practical workings of the marketplace by focusing upon a group of merchants who played a vital role in establishing Paris as the leading venue for fine goods and luxury items. These were retailers of a

wide range of merchandise that included silks, furniture, porcelain, lacquer, fans, wigs, and even ink! Their shops centered around rue St. Honore, the fashionable district on the right bank of Paris which was internationally famous for its haute couture, luxury accessories, and fine furnishings. Sargentson based *Merchants And Luxury Markets* on the study of inventories from 40 merchant families and other previously unpublished records. Her ground-breaking scholarship raises important questions about the way objects are valued in relation to the supply and demand of the market over a period of time. *Merchants And Luxury Markets* is a "window in time" that no library collection on French history or 18th century European studies program should be without! --

Midwest Book Review

[Download to continue reading...](#)

Merchants and Luxury Markets: The Marchands Merciers of Eighteenth-Century Paris Paris Travel Guide - Paris Travel: The Ultimate Guide to Travel to Paris on a Cheap Budget: (Honeymoon in Paris, Paris Travel Guide, Travel on a Budget, Save Money) Honeymoon in Paris and Greece: Amazing Tips to Travel to Paris and Greece for Honeymoon: Paris, Greece, Paris Travel, Greece Travel, Europe Travel Luxury Airline Design (Luxury Books) The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands Value Merchants: Demonstrating and Documenting Superior Value in Business Markets Painters and Public Life in Eighteenth-Century Paris Paris: Paris Travel Guide - Your Essential Guide to Paris Travelling Paris Travel Guide: Paris, France: Travel Guide Bookâ "A Comprehensive 5-Day Travel Guide to Paris, France & Unforgettable French Travel (Best Travel Guides to Europe Series Book 1) Paris in 3 Days (Travel Guide 2017): A Perfect 72h Plan with the Best Things to Do in Paris, France: PDF with Detailed Itinerary, Online Maps, Best Secrets. Written ... by Local Experts. 30 Paris Travel Tips Brand Management Strategies: Luxury and Mass Markets Oxford Anthology of Western Music: The Mid-Eighteenth Century to the Late Nineteenth Century Merchants of Culture: The Publishing Business in the Twenty-First Century Study Guide for The Economics of Money, Banking, and Financial Markets and The Economics of Money, Banking, and Financial Markets Business School Edition An Adirondack Resort in the Nineteenth Century, Blue Mountain Lake, 1870-1900: Stagecoaches and Luxury Hotels Understanding Bond Markets: Guide to the innerworkings of today's Debt Securities Markets Step by Step Emerging Markets Investing: A Beginner's Guide to the Best Investments in Emerging Markets Stocks (Step by Step Investing Book 4) Step by Step Emerging Markets Investing: A Beginner's Guide to the Best Investments in Emerging Markets Oceans of Wine: Madeira and the Emergence of American Trade and Taste (The Lewis Walpole Series in Eighteenth-Century Culture and History) The Men Who Lost America: British Leadership, the American Revolution, and the Fate

of the Empire (The Lewis Walpole Series in Eighteenth-Century Culture and History)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)