Shopping in the Renaissance: Consumer Cultures in Italy, 1400-1600

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Shopping in the Renaissance: Consumer Cultures in Italy, 1400-1600 is a fascinating study which turns a common preconception on its head. Shopping was as important in the Renaissance as it is today. This book breaks new ground in the area of Renaissance material culture. It focuses on consumer goods and behavior in Italy—predominantly northern. The book examines some very practical issues about consumer goods and behavior in Italy. It offers a historical perspective on how people from 1400 to 1600 in central and northern Italy bought and consumed goods. It is a key moment that brought people of different status, religion, and region together. The book is based on primary sources such as wills and inventories, where the value of consumer goods is recorded. It also includes new information on the role of money in the Renaissance, the role of women in shopping, and the role of the state in regulating consumption.

New Haven: Yale University Press, 2005. Pp. ix, 403. This book represents a significant contribution to the study of Renaissance material culture. It is a fascinating and original book that breaks new ground in the area of Renaissance material culture.