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Sommario/riassunto	The English middle class in the late nineteenth century enjoyed an increase in the availability and variety of material goods. With that, the visual markers of class membership and manly behavior underwent a radical change. In The Cut of His Coat: Men, Dress, and Consumer Culture in Britain, 1860-1914, Brent Shannon examines familiar novels by authors such as George Eliot, Anthony Trollope, Thomas Hughes, and H. G. Wells, as well as previously unexamined etiquette manuals, period advertisements, and fashion monthlies, to trace how new ideologies emerged as mass-produced clothes, sartorial mar