VELVETEEN, a cotton cloth made in imitation of velvet. The term is sometimes applied to a mixture of silk and cotton. Some velveteens are a kind of fustian, having a rib of velvet pile alternating with a plain depression. The velveteen trade varies a good deal with the fashions that control the production of velvet. Velveteens are commonly woven in sheeting looms, and manufacturers are able to alternate the two kinds of goods according to the demand.