



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Authentic Chéret Poster From 1891 - Librairie Sagot



9 300 EUR

Signature : Chéret

Period : 19th century

Condition : Etat d'usage

Material : Paper

Width : 83 cm

Height : 236 cm

Description

Extremely rare poster by Chéret for the Librairie Ed. Sagot/ Affiches-Estampes. If this pretty flowered lady seems a little incongruous to advertise a bookstore, it's because the design was prepared by the artist Chéret for the department store "La belle Jardinière".

However the manager of this store, for unknown reasons, did not like the design. Sagot, an astute supplier of posters and prints, saw an opportunity to acquire a beautiful design at a bargain price and used it to advertise his first catalog of posters, which he published in 1891. This poster in 5 colors is one of the most beautiful posters of Chéret. A sunny drawing where the face of the woman radiates youth and liveliness.

Dealer

Deco Royal

Antiques and decorative from the 19th and 20th century.

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This masterpiece can be found in several museums around the world and is declared as the rarest piece in the collection at the "Poster House" in New York, a museum dedicated to the most important posters in history.

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