



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Cosmydor Savon - Jules Chéret



2 900 EUR

Signature : Jules Chéret

Period : 20th century

Condition : Très bon état

Material : Paper

Width : 85,7 cm

Height : 122,6 cm

Description

The Cosmydor poster features an elegant woman wearing a fashionable dress and holding a packet of Cosmydor soap. She is surrounded by flowers and decorative patterns, with the name "Cosmydor" in ornate capital letters above her head.

The woman, a characteristic "chic" figure, embodies beauty, sophistication and refinement, suggesting that Cosmydor soap is a luxury product that bestows these qualities on its users. The Cosmydor soap poster was widely publicized, contributing to the product's popularity and brand recognition. Additionally, it cemented Jules Chéret's reputation as a pioneer of modern advertising posters and influenced many later artists and designers, such as Alphonse

Dealer

Deco Royal

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

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Mucha, who became famous for their own advertising posters.

In the end, Jules Chéret's poster for Cosmydor soaps is an iconic example of advertising art at the end of the 19th century, reflecting how artists began to exploit the commercial and aesthetic potential of posters to promote products and shape cultural trends of the time.