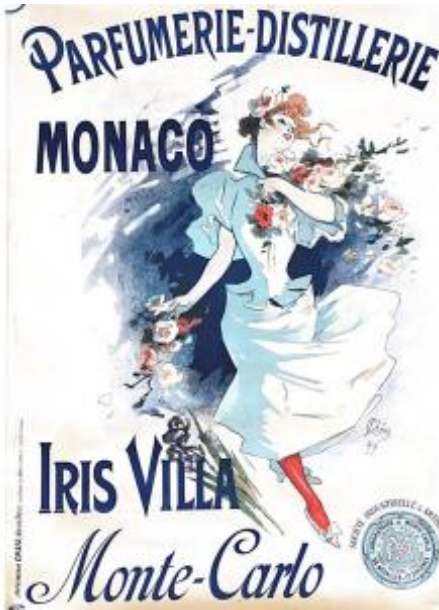




PROANTIC  
LE PLUS BEAU CATALOGUE D'ANTIQUITES

## Parfumerie Distillerie "iris Villa" - Jules Chéret



3 500 EUR

Signature : Jules Chéret

Period : 19th century

Condition : Bon état

Material : Paper

Width : 88,8 cm

Height : 125 cm

### Description

The "Parfumerie-Distillerie" poster is a lithograph created by the French artist Jules Chéret in 1896. The poster was produced to promote the perfumes and products of the "Parfumerie Iris Villa" distillery, based in Monaco, a principality located on the Mediterranean coast of Europe.

The poster features an elegant young woman wearing a white dress and flower hat, holding a bouquet of colorful flowers. It is also surrounded by flowers and grass, evoking the sunny atmosphere of the Monte-Carlo region, the "Côte d'Azur".

The poster is characterized by the use of bright colors and organic shapes, typical of the Art Nouveau style. The stylized letters and decorative

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motifs also recall the ornamentation characteristic of this period. Jules Chéret's "Parfumerie-Distillerie" poster is considered an important example of early 20th century advertising art, which sought to create attractive images to promote products while evoking the atmosphere of the city and the countryside. region where they were produced.