



**PROANTIC**  
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Project For An Advertising Poster Of Facis, First Italian Pret-a- Porter Company. 1980s.



350 EUR

Signature : Marco Silombria

Period : 20th century

Condition : Bon état

Material : Paper

Width : 49cm

Height : 69cm

#### Description

Project for an advertising poster of Facis, from the 1980s.

Technique: drawing with colored pencils, markers, with collage applications.

Facis is a pret-a-porter company from Turin.

This project is created during the collaboration of Marco Silombria with Armando Testa, who was the main advertising graphic designer of FACIS, starting from the 1950s.

Work by Marco Silombria (Savona, 1936 - Albissola, 2014). The history of the Facis brand began in the 1930s in Turin, when the Donato Levi company and the Rivetti wool mills merged into a single company, giving rise to the GFT (Gruppo Finanziario Tessile) and the Facis brand

#### Dealer

**Antichità di Alina**

Peintures anciennes - Art nouveau - Art déco,  
micromosaïques, porcelaine

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Via Maggio 63 / rosso

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(Fabbrica Abiti Confezionati in Serie). Thus, shops with the Marus and Facis brands began to spring up in Turin.

During the post-war period, the Facis brand revolutionized the men's formal clothing market in Italy. Inspired by the American model, they focus entirely on clothing tailored to size.

In the early 1950s, the GFT literally took the measurements of more than 25,000 Italians, allowing Facis to dress the whole nation for the first time in non-woven clothes. sartorial. Communication becomes fundamental for the brand, so much so that the company's first advertising poster was created, designed in 1954 by Armando Testa. In the sixties and seventies Facis turns out to be the largest Italian house of men's clothing.

Silombria, an Italian artist, was a pupil of Emilio Scannavino at Ligustica, collaborator of Armando Testa in Turin, creator of all advertising for Fiat, Facis, Superga, Defonseca and other large Italian companies from the 70s to the 90s; creator of works with a strong Pop imprint.

Arrived in Turin in the fifties, after taking his first steps with famous artists such as Emilio Scavanino and Lucio Fontana in Albissola. He signed several successful advertising campaigns: from the one for Gallo rice to the Fiat 127, to the posters for the Gruppo Finanziario Tessile.