



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

André E. Marty "my Heart Sighs - Park Dress" 1914 - Art Deco Stencil Gazette Du Bon Ton



60 EUR

Signature : André Edouard Marty

Period : 20th century

Condition : Très bon état

Material : Paper

Width : 19

Height : 24,5

Description

André E. MARTY - My heart sighs... - Park dress

Guaranteed ORIGINAL stencil (not a reproduction).

Very good state.

Dimensions including margins: approximately 245 x 190 mm.

This sumptuous stencil, signed "Marty 1914", comes from the prestigious and luxurious magazine "La Gazette du Bon Ton". This is Plate No. 62, out of text of Number 7 of the year 1914.

Clarification: This stencil was purchased in a lot without the texts or in incomplete numbers, our

Dealer

THIERRY NEVEUX

Rare 19th and 20th century books, iconography and objects around the book

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ethics prohibit us from "breaking" books to sell the plates alone when these books are complete. "La Gazette du Bon Ton "Art, Goût, Beauté" is a fashion magazine founded in Paris in 1912 by Lucien Vogel. It appeared until 1925, with an interruption from 1916 to 1920, i.e. 69 issues. It included 573 stencil-colored plates and 148 sketches representing designer models. Each booklet constitutes a luxury album, printed on beautiful Cochin paper, a completely new character at the time. Many artists collaborated on it: Guy Arnoux, Léon Bakst, George. Barbier, Benito, Pierre Brissaud, Boutet de Monvel, Umberto Brunelleschi, Chas Laborde, Jean-Gabriel Domergue, Raoul Dufy, Édouard Halouze, Alexandre Iacovleff, Jean Emile Laboureur, Georges Lepape, Charles Loupot, Charles Martin, André-Edouard Marty... These artists, most of whom were unknown when Lucien Vogel called on them, will impose a new image of women. They will keep a common aesthetic base from their collaboration with this magazine and will exhibit their works under the name of Collaborators of the Gazette du bon ton. The boards represent the dresses of the designers of the time: Lanvin, Doeuillet, Paquin, Poiret, Worth, Vionnet, Doucet. Some plates do not feature any real model, but only the illustrator's idea of the fashion of the day. [...] The birth of the Gazette du bon ton is an event in the history of fashion publishing. It is the first magazine which combines aesthetic concerns, demands for beauty and plastic unity." (Wikipedia Sources).

We currently have a very large number of boards sold individually (nearly 300 different ones), as well as only around thirty complete issues, do not hesitate to contact us if you have any gaps in your collection, or if you are looking for a particular artist...