



## "bachwitz Workshop, Fashion Print"



250 EUR

Signature : Atelier BACHWITZ

Period : 20th century

Condition : Bon état

Material : Paper

Width : 30 cm

Height : 40 cm

### Description

Atelier BACHWITZ (1898 Vienna - 1938) Fashion print colored with stencil highlights. Art Deco style frame. Dimensions: H. 40 cm, W. 30 cm Dimensions with frame: H. 50 cm, W. 35 cm Our print comes from one of the magazines published by the Bachwitz workshop in the 1920s. It has been colored with stencil and the ornamental details of the dress, her pumps and her headband are highlighted with gray pastel. The model appears wearing a headband and wrapped in a purple evening coat, hemmed and crowned with a fur headband. The swollen cut enhanced with lace embroidered flowers allows the young woman to wrap her arms to protect herself from the cold. ATELIER BACHWITZ (1898 Vienna - 1938) Atelier Bachwitz is an international publishing house that produced and

### Dealer

Galerie Chabert

Paintings, drawings and engravings of the 19th and 20th century

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distributed fashion designs as well as fashion magazines distributed in different languages in major capitals. Founded in 1898 by Arnold Bachwitz at the Palais des Beaux-Arts in Vienna, Atelier Bachwitz published the magazines The Fashion Designer, Chic Parisien (1898-1939), The Large Mode (1900-1922), The Elegant Woman (1900-1929), The Coming Season (1920-1938), Les Tailleurs Charmants (1939) and Moderne Welt (1917-1939). In 1938, after the annexation of Austria by the Third Reich, the company's board of directors, composed primarily of members of the Bachwitz family, was Aryanized and entirely replaced. The family was dispossessed, and the founder's wife and daughter were deported to a concentration camp and never returned. The publishing rights to the fashion magazines were revoked, and the company, bought by a Nazi official, became an advertising and propaganda outlet for the regime.