The Woman With Pink Bows - Chromolithograph - Lu/lefèvre-utile Calendar



350 EUR

Signature : Anonyme, 1898

Period : 19th century

Condition : Très bon état

Material : Paper

Width : 42 cm

Height : 58 cm

Description

A calendar poster printed in 1898, part of the "Annual Series," a type of production highly valued in the late 19th and early 20th centuries. These images were distributed annually for advertising purposes, notably by the famous biscuit brand Lefèvre-Utile. The composition depicts an elegant portrait of a woman reclining on her elbow, wearing a dress adorned with pink bows, rendered in a style of great lightness. Despite the anonymity of its author, this poster demonstrates remarkable modernism and graphic boldness, characteristic of the avant-garde advertising production developed by the Lefèvre-Utile company under the impetus of its founder, Louis Lefèvre-Utile. Chromolithograph on paper, mounted on original metal strips. Printed by Ferdinand Champenois, Paris.

Dealer

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Condition : Very good overall condition. The colors retain a remarkable freshness and the gilding is perfectly preserved, suggesting that this poster has never been exposed to natural light and has remained rolled up for many years. There is, however, some uniform foxing, mainly visible in the lower section, as well as a noticeable stain in the lower right corner. It is essential to refer carefully to the photographs, as these form an integral part of the description. Despite these minor imperfections, the poster is in exceptional condition. For a 127-year-old document, it is rare to find a copy in such pristine condition. Although known on the market, these posters from the "Annual Series" are becoming increasingly rare, especially in such near-perfect condition.