



PROANTIC
LE PLUS BEAU CATALOGUE D'ANTIQUITES

Mucha - Chromolithograph - Biscuit Tin Cover For "boudoir Biscuits"



1 000 EUR

Signature : Alfons Mucha (1860-1939)

Period : 19th century

Condition : Très bon état

Material : Paper

Width : 22,5 cm

Height : 31 cm

Description

Art Nouveau style box label, part of the "Special and Illustrated" series of boxes created by Alfons Mucha. This label belongs to a set of box labels designed by the artist for the Lefèvre-Utile company in Nantes, one of his first patrons and his most loyal client in France. The collaboration between Alfons Mucha and the LU company constitutes one of the most prestigious partnerships in the history of artistic advertising during the Belle Époque. She gave rise to numerous iconic creations, combining Art Nouveau aesthetics with the brand image of the famous Nantes biscuit company. This composition perfectly illustrates Mucha's characteristic aesthetic: sinuous lines, vegetal ornamentation, an idealized female figure, and a decorative treatment of space, emblematic of

Dealer

Blinks

Antiquités

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Route de la Corniche 10

Rieux 1097

Parisian Art Nouveau. Chromolithograph on paper, circa 1899. Printed by Ferdinand Champenois, Paris. Condition Very good condition. Note This box label is among the very first series marketed by Lefèvre-Utile. It is the rarest example of this series, as it predates 1900 and does not mention the Grand Prix of the 1900 Paris Universal Exhibition. This label thus belongs to the first copies printed by Ferdinand Champenois, the famous and prestigious Parisian lithographer and Alfons Mucha's preferred printer.