



PROANTIC
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Antique Pyrogène Matchbox -- Champagne Augé & Cie Advertisement -- 19th Century IFS26pyr001



70 EUR

Signature : CHAMPAGNE Augé & Cie

Period : 19th century

Condition : Etat d'usage

Material : Silver metal

Height : 6,5 cm

Description

19th-century pyrogenic matchbox signed CHAMPAGNE Augé & Cie
Antique pyrogenic matchbox -- Champagne Augé & Cie advertisement -- 19th century -- ref. IFS26PYR001
Champagne Augé & Cie -- a 19th-century Champagne merchant house
In the 19th century, the Champagne region was home to several hundred wine merchants, alongside the major names that are now world-renowned (Ruinart, Moët, Gosset, Pommery...) : small and medium-sized family-run houses, often operating within a limited geographical area or exporting to a targeted clientele, many of which have since disappeared or been absorbed by larger companies. We have not found any precise historical documentation on the Augé & Cie house, but this type of promotional item--refined,

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made of precious metal, and intended to accompany the customer on their travels--attests to the care that these houses, even modest ones, took in cultivating their image and building loyalty among a discerning clientele, at a time when prestige advertising relied on such everyday objects rather than mass billboards. A charming antique pyrogenic matchbox, made of silver-plated metal (or similar) with a twisted, ribbed pattern decorating the entire body, featuring an applied oval cartouche engraved with "CHAMPAGNE AUGÉ & CIE" -- a typical promotional item given by champagne houses to their customers or retailers in the late 19th century. The box, rectangular in shape with rounded corners, features a lid with a hidden hinge that opens to reveal the match compartment, and retains its original, functional match striker--a feature often missing or inoperable on this type of piece, but here in perfect working order. Beautiful antique patina, gilded in places (likely mercury gilding or a silver/brass contrast effect), attesting to actual use and genuine age. Height 6.5 cm Functional (closing spring works properly) "Champagne Augé & Cie" engraved on an applied oval cartouche In fine collectible condition