



"Job" Original Poster by Jules Chéret

As low as **\$850**

In stock

SKU

LU654310534042



Details

A French original lithograph poster by Jules Chéret picturing an elegant lady from the end of the 19th-century advertising for cigarette paper. It rests in its original gold leaf frame and was edited by Ateliers Chéret. I added the pictures of the matching one that will be featured next week. Jules Chéret, (1836-1933), one of the pioneering poster artists of the late 19th century, was quick to realize not only the aesthetic but also the commercial potential of his medium caused by changes in technology and society. After founding his own Paris studio in 1867, Chéret merged text and image in ways that predicted the advent of cartooning with their harmonious integration of elements. The proliferation of the new department stores, patronized by the growing middle class, midwifed the birth of a consumer culture that gave him new markets for his work. Chéret's posters advertised products and events. Some of his work straight-forwardly displays products (new dresses on models) but many featured female figures that allegorize their products or suggest the pleasure derived from their purchase. Chéret had designed over one thousand posters for music halls, theatres, performers, and products including beverages, medicines, and lamp oil.

REFERENCE NUMBER: LU654310534042

PERIOD: 1880-1889

CONDITION: Excellent

MEASUREMENTS: Height: 23.25" Width: 19.25" Depth: 0.5"

COUNT: 1

MATERIAL: Lithograph

CREATOR: Jules Chéret (Artist)