

In Search of Fashion in the Time of Marcel Proust

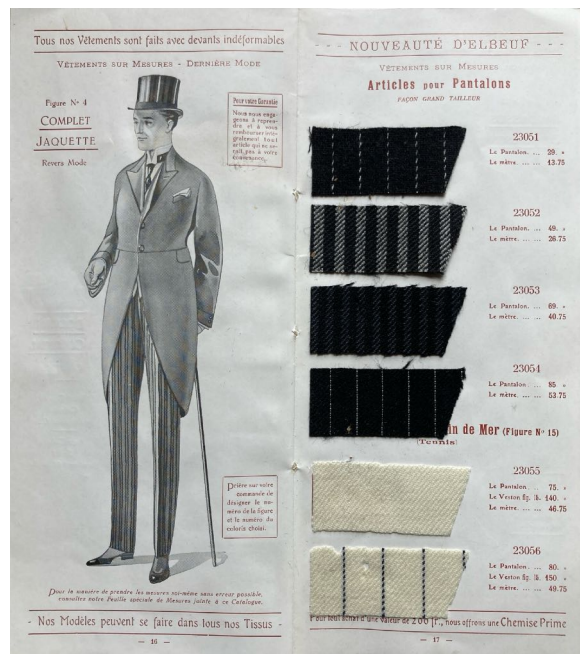
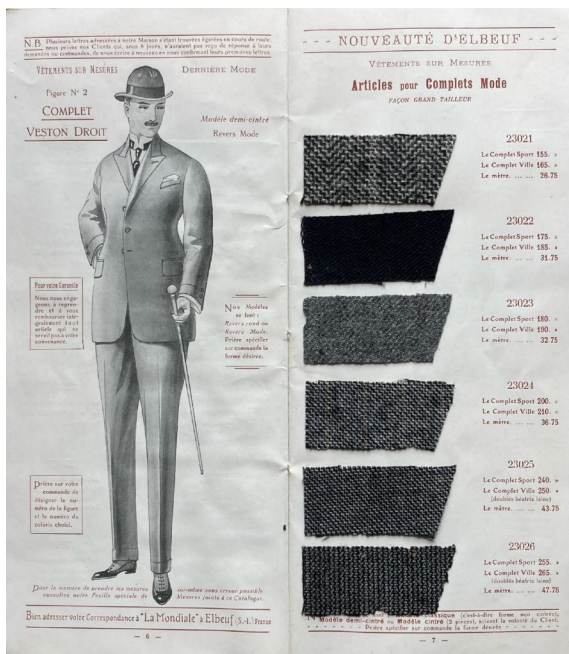
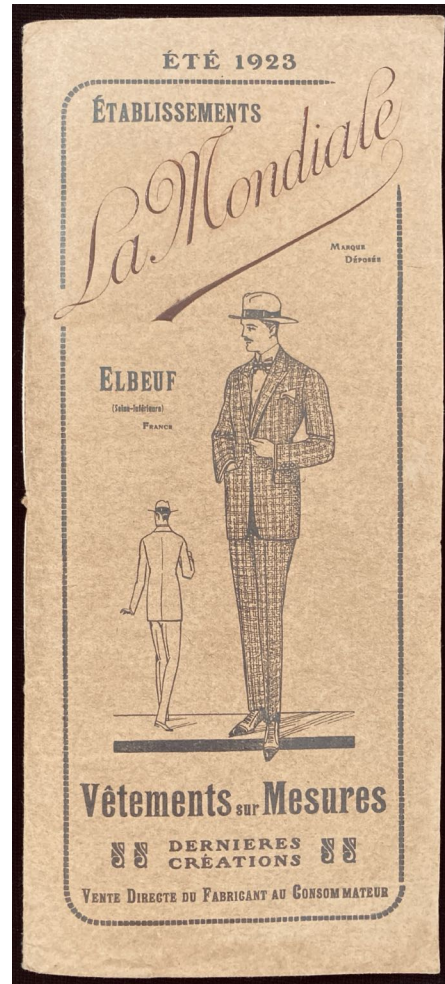
4). *Établissements "LA MONDIALE". Été 1923.*
Vêtements sur mesures, dernières créations.

Elbeuf (France), Établissements "La Mondiale", 1923.

(24.7 x 11 cm). 24 pp. Original printed paper wrappers, illustrated with men's clothing on the front and the firm's premises on the back cover.

A tall and slender catalogue form the firm La Mondiale, located in Elbeuf in Seine-Maritime, south of Rouen, offers models of made-to-measure men's clothing in the latest fashions, for "direct sale from the manufacturer to the consumer." The catalog displays 51 fabrics samples and facing page illustrations of menswear. Very good and very rare copy.

\$950



“The Cloth for Champions – The Champion of Cloths”: Dormeuil’s game changing fabric

5). [*House of Dormeuil promotional brochures for Sportex fabric*].

4 brochures (42.5 x 30 cm et 32 x 13 cm). In sheets, cover in embossed paper imitating leather and “Sportex” mark in relief. [c.1930].

The three large portfolios are luxuriously presented in color plates signed Chale and F. W. Cox (425 x 300 mm and one at 418 x 235 mm). The textured paper portfolio cover features the brand’s logo embossed with its motto “The Cloth for Champions – The Champion of Cloths” and the coat of arms of the house of Dormeuil. The fourth brochure, slight smaller, is a “moveable advertisement,” with flaps that allow different suiting combinations for 3 jackets and 3 trousers.

\$850



A stunning set of large format fashion plates, beautifully preserved.

A group of 4 promotional brochures for Sportex fabrics, presenting different men’s suits in fabrics from the renowned House of Dormeuil, a firm founded in 1842. In 1922, Pierre Dormeuil, a third-generation member of this family firm, invented the special wool-based Sportex fabric. This superior quality cloth, both durable and breathable, was marketed as ideal for sports and leisure wear and tremendously popular with outdoor enthusiasts and gentlemen athletes, especially golfers. Dormeuil continues today as a leading producer of luxury fabrics for men’s suits, including Sportex.



“Habillez-vous richement”: Dressing elegantly in early-20th century Paris



6). [Men’s fashion catalogues from the firm GUESDON].
Paris, [Draeger, Devambez et al.], [c. 1910-1930].

16 in-12 and in-8 plates. Covers illustrated in color.

\$1,600 (for the collection of 12 items)

A collection of 12 illustrated advertising brochures from the house of Guesdon, a tailor of coats, suits, and shirts, shoemaker, and hatter for men, located at 10 rue Geoffroy-Marie in Paris. The firm’s motto was “Habillez-vous richement [dress elegantly]” and these catalogs follow through, demonstrating a range of options for the smartly dressed man in the early-20th century.

This attractive range of catalogs testifies to the variety of products the advertising strategies Guesdon employed over a period of approximately 20 years; these fully priced and detailed catalogs give excellent insight into economic as well as sartorial matters in the first third of the 20th century.

i. -*Pour le Grand Jour...*; (24.4 x 16 cm). 8 pp.

Special wedding catalog, black-line illustrations by Jarach and Chambery, in original illustrated wrappers.

The catalog focuses on wedding suits for men, including the prices for pret-à-porter and bespoke, but also illustrates other options for sport and business.

Guesdon also rented suits, tuxedos, overcoats, jackets, and vests, offered here with prices.



ii. - *T.S.V.P. à la manière de Curnonsky*. (21 x 12 cm). [12] pp. Red stiff covers with title in white, Illustrations in black and orange of 10 men's clothing ensembles, suits, coats, hats, etc.

The "Curnonsky" of the title refers to Maurice Edmond Sailland (1872,-1956), best known by his pen-name Curnonsky, the Prince of Gastronomy, a celebrated journalist and writer known for his work on culinary matters.



iii. - *Le Chic pour tous*. (23 x 15 cm). [16] pp. Text by Curnonsky, illustrations by Jarach, all in red and black ; 8 ff. Laid in is "Le Chic pour tous" a 4 pp. leaflet offering tuxedo and other clothing rental along with a sales receipt on Davy-Guesdon stationery, dated July 10, 1872.

Curnonsky's text here appeals to common sense and dressing for the occasion—one does not wear pajamas to a duel, for example, and Guesdon is described as the rare tailor who brings together sound advice, style, economy, and elegance.



iv. - *L'habit est de rigueur*. Text by Curnonsky, illustrations by Jarach, illustrated in black; (23 x 16 cm). [28] pp. The catalog includes elegant suits and garments for fashionable gentlemen, with eloquent promotional letters from Jules Pachinot, Étienne Faillard, and the Vicomte Gontran de la Dagonnière (all at various imaginary addresses in Paris).

v. - *Depuis 1852...* prospectus for men's suits and coats with 13 models in sporting garments to tuxedos. Credit for the images: "Photographies de la maison Manuel" i.e., the celebrated Henri Manuel; Paris, [c.1920]. (18.3 x 12 cm). [16] pp. printed original wrappers.

The photographer Henri Manuel did fashion work for important designers like Chanel, Lanvin, Patou, and Poiret, while also photographing fashionable figures and artists like Robert de Montesquiou, Reynaldo Hahn, François Mauriac, etc.



vi. - [*Guesdon. Tailleur, chemisier, bottier, chapelier...*]. Illustrated catalog in black and yellow, with 2 fabric samples ; (26 x 12.3 cm). [24] pp.



vii. - [*Habillez-vous richement. Gueson. Tailleur, chemisier, bottier, chapelier*]. Paris, c.1920s. (24.7 x 16 cm). [32] pp. Illustrations in black and orange, including 16 pp. with text and images of medieval inspiration, the text, printed in gothic, recounts the marriage of Louis IX and Marguerite of Provence in 1234. Embossed advertising card laid-in the volume.

viii. - [*Habillez-vous richement, 1852-1932*]. (19 x 15 cm). [12] pp. 10 handsome illustrations in red and black by Marcel-Jacques HEMJIC. 1894 – 1942.

ix-xii. - 4 catalogues titled: *Une seule maison à Paris*, including one in duplicate and one illustrated by Marcel-Jacques HEMJIC. 1894 - 1942. (19 x 14.7 cm and 20.7 x 12.2 cm). The three variations have different illustrations of men's suits and coats, c. 1930s.



The collection offers a brilliant survey of men's fashion, and fashion advertising, in the first third of the 20th century.

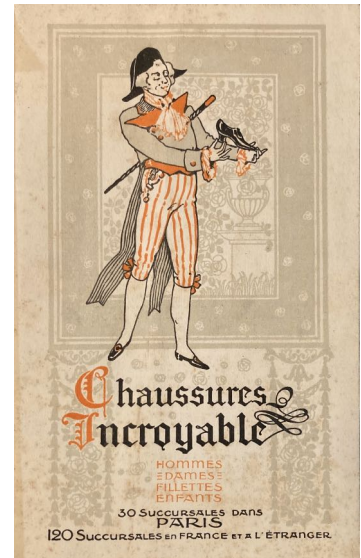
Unbelievable! Incredible shoes for men, women, children—and actors

10). Chaussures "Incroyable".

Paris, Imprimerie E. Acker, [c. 1900].

(22.3 x 13.8 cm). 40 pp. Original printed and illustrated wrappers, stapled. Richly illustrated with color drawings of shoes for women and men, and 8 full-page color caricatures of actresses and actors from the period. A fine copy. Stamp of the *Chaussures Incroyable* boutique at 29 rue du 4 Septembre, Paris.

Undated, but the presence of Coquelin aîné in the role of Cyrano in the final illustration dates the catalog to sometime before 1909 when the great actor made his final bow, *below*.



\$700

A marvelously handsome full-color sales catalog presenting the different models of shoes for men, women and children from the firm *Chaussures Incroyable* [Incredible Shoes]. The illustrations of the firm's latest model of shoes are interspersed with 8 pages of caricatures drawn by Hector Moloch (1849-1909) depicting the leading actors and actresses of the time, in stage costumes, but transposed into salespersons and customers. The color printing was by Acker. The recto of the back wrapper lists the addresses of the firm's retail shops, 20 in Paris and 120 worldwide (North Africa, Switzerland, Belgium, and England).

