

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



[Men's fashion catalogues from the firm GUESDON].
Paris, [Draeger, Devambe et al.], [c. 1910-1930].

A collection of 12 illustrated advertising brochures from the house of Guesdon, a tailor of coats, suits, and shirts, plus shoes, and hats 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 group of catalogs testifies to the variety of products and the range of 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.

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

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 is the pen-name of Maurice Edmond Sailland (1872,-1956), 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.