



Ante

Erté for Magifrance Limited Edition Knitwear Collection

MAGIFRANCE



Erté

Erté was born in St. Petersburg, Russia, as Romain de Tiroff. In 1912 he emigrated to his fantasy world, Paris, where in 1913 he began to work with couturier Paul Poiret. The year 1915 marked the beginning of his association with "Harper's Bazar"—a relationship that lasted twenty-two years. During that period he also began his work with the theatre, designing sets and costumes for such famed productions as the Folies Bergère, The Lido de Paris, The Ziegfeld Follies and for the foremost ballet and opera houses of the world.

In 1968 Erté began creating graphic images for lithography and serigraphy, which allowed the public even greater access to his work. In the late seventies he conceived and executed extensive and highly regarded sculpture and jewelry collections.

Now marking his 93rd year, Erté is once more broadening the scope of his appeal to the art conscious public by joining with Magifrance, Ltd. in the launching of his first edition of collectible knitwear art.

Neige de Printemps

*Flower petals fall upon a sleeping beauty like snowflakes...
inspired by a cover of "Harper's Bazar";
Magifrance translates Erté's fantasy into a grand sweater
of icy blues, snowy whites and rose.*

Tempête

*The wind blows the scarf of a young girl into the form of
a rainbow...this dolman sleeve sweater in multiple colors is
based on a cover design for "Harper's Bazar."*

Les Perles d'Or

*Streams of golden pearls adorn a beautiful woman...
Magifrance's interpretation is a golden and cream evening sweater
with intricate detailing of hand-embroidered golden pearls.*

Automne

*On the sweater medallion a "bacchante" dances wildly, her hair
forming a halo around her...a cape-shouldered coat
completes the sophisticated Magifrance ensemble, based upon
a 1921 cover of "Harper's Bazar".*

Flora

A floral field of black and white becomes an evening jacket with bias cut front...based upon two designs previously created for "Harper's Bazar".

Madame

An asymmetrical wrap cape in a sophisticated combination of grey geometric patterning...based upon a design for an evening coat created for Madame William Randolph Hearst in 1923.

Panthère

An exotic full cape with hood inspired by the texture and images of panther skin...originally designed as an evening coat for "Harper's Bazar".

Barocco

A generous, sweeping cape of baroque-inspired ornaments as interpreted by the highest quality of Italian knitting craft...based on a frontispiece created for "Harper's Bazar".

Bianca

A silver-white kimono-style evening jacket with rolled collar inspired by a design of a pure white wedding dress for "Harper's Bazar"... also the source of Erté's sculpture "Les Mystérieuses".

Cobra

A pullover based on a design for a curtain executed completely in cobra skin for "George White's Scandals" and for which the dancers' costumes were also designed in cobraskin.

La Vague

Capturing the beautiful tumult of shimmering blue and silvery white Mediterranean waves...based upon a frontispiece for "Harper's Bazar".

Mystère

Figures appear in the eye of an exotic red and black mask... inspired by a set design for a scene called "Le Mystère du Masque" in the 1926 "George White's Scandals" in which dancers were seen through the eye of the mask.

Erté on Fashion and Creativity

“Elegance is eternal...different aspects of it appear during different periods in history, but elegance itself is eternal...”

“This knitwear collection, though based on designs of mine created decades ago, looks right today because the fabrics are so wonderful and it has been so skillfully interpreted...This collection can be worn for evening or to any special daytime occasion...”

Magifrance would like to express its sincere gratitude to the three premier artists, Miss Roberta Peters, Miss Ann Reinking, and Miss Susan Jaffe, who have contributed their presence and glamour to this afternoon's tribute to Erté.

Filati: Linea Piú

Magifrance, Ltd.