



For Immediate Release

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ERTE' CREATES ART AS FASHION

An exceptional new concept in the world of fashion -- limited edition collectible art knitwear -- has been created by the legendary designer ERTE' for MAGIFRANCE, LTD. it was announced today in New York by Paul B. Magit, President of MAGIFRANCE, LTD.

MAGIFRANCE, LTD.'S premiere collection features twelve editions of numbered and signed ERTE' designs which couple ERTE'S fine art imagery and his signature Art Deco silhouettes with the most luxurious yarns available. The ERTE' designs selected for the 1985 collection are: Neige de Printemps, Tempete, Cobra, Madame, Mystere, Automne, La Vague, Flora, Panthere, Barocco, Les Perles d'Or, and Bianca. Many garments are hand finished with embroidery, silk and beadwork details to capture the essence of ERTE'S timeless works of art. A signed certificate accompanies each piece, verifying the individual

MAGIFRANCE

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character of the work and its place in the limited edition and attesting to the role of the artist in its creation. The quality of ERTE'S designs assures that each item of every edition will be a valuable possession to be worn and cherished as a piece of fashion history.

The issuing price of the editions will be suggested from \$890. Distribution will be made through select department stores, specialty shops and fine art galleries throughout the world.

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