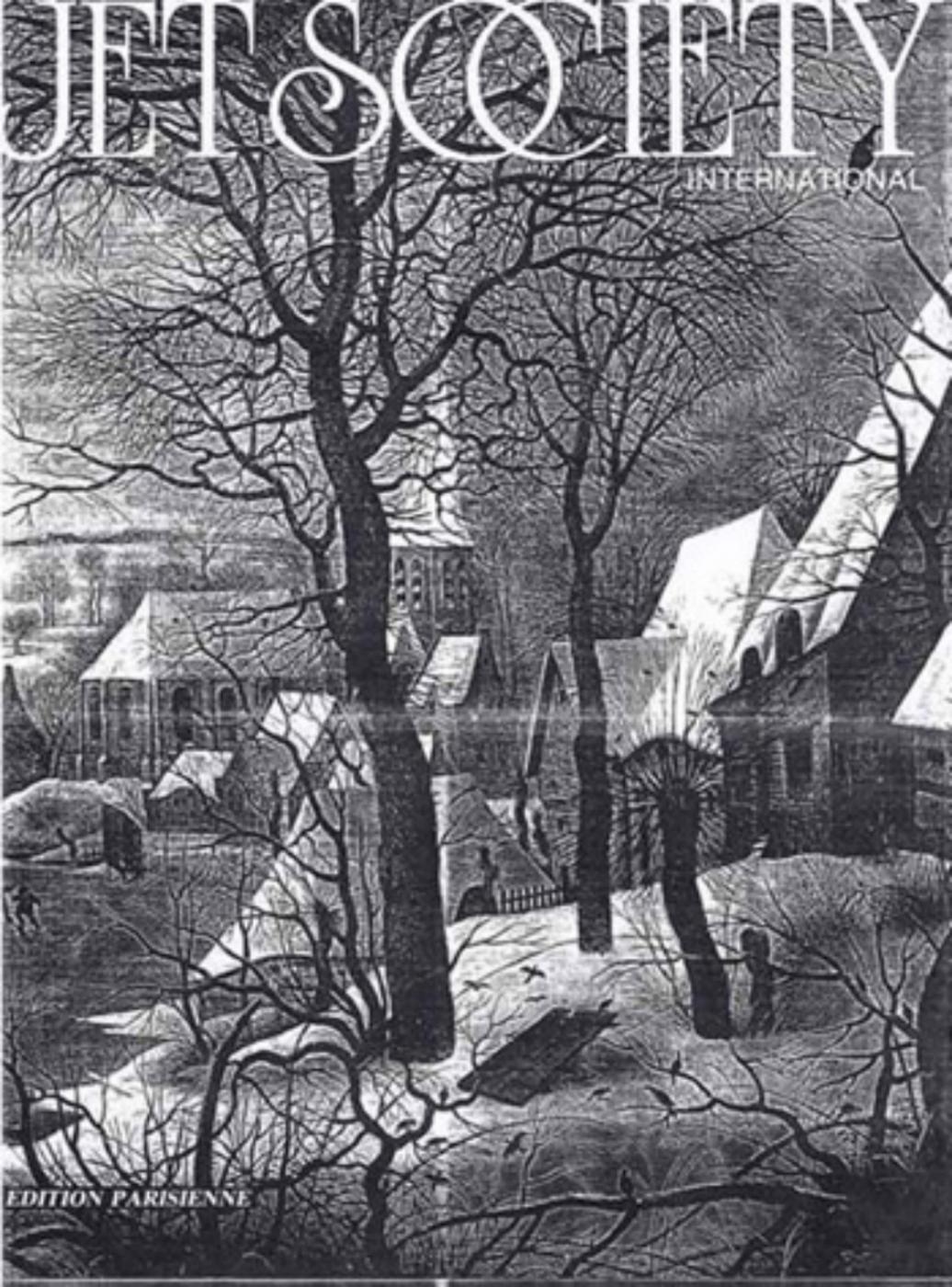


# JET SOCIETY

INTERNATIONAL

EDITION PARISIENNE



# PAUL B. MAGIT

The well-known international designer Paul B. Magit, became a success in the world of fashion at the age of 24, when in 1965 he opened his first boutique Paul B. in Chicago, followed in 1971 by another and shortly he had top-level five boutiques all over Chicago, which became the most successful and fashionable boutiques in the world.

When in 1975 Paul visited Guatemala, he was so enchanted by the native Indian Mayan patterns and textiles, so after researching their works he moved to Northern Italy where he began to design Guatemala-inspired fabrics and knitwear which became an instant success.

He was designing and selling his knitted dresses, sweaters, capes and jackets all over the world. Next he opened a boutique in Paris called Nahuala (after the Guatemalan village) in which his knitwears were sold in Paul Magit's store as well as in top-level American specialty stores, and was having also numerous fashion shows of his designs.

In 1979 Paul met the well-known Fiorucci who shared Paul's concept of fashion, so together they opened again in Chicago a boutique which became a goldmine for both.

But shortly after that Paul became bored with fashions in Chicago and moved to New York to try to do something new and more exciting and as he was all his life in admiration of Erte he asked him if they could collaborate as for Paul to produce his fashionable knitwears with the unique Erte's designs.

Sure enough the collaboration came true and since two years Paul is designing exquisite knit creations, which to this moment they produced 33 limited editions which are sold and numbered and are receiving a certificate of authenticity and becoming collector's items.

Paul has achieved to combine the highest quality of Italian knitting craft with the fantasy world of the legendary Erte to create a magnificent collection.

He is now producing a new line of jerseys which are executed in Ball and which each piece is hand-embroidered with Erte's alphabet.

So now Paul B. Magit is again the first liner in New York fashion world as creator and president of Magifrance, designing in collaboration with one of the 20th century's greatest artist: Erte. The knitwear collection are bold, dramatic and richly colored many in Art Deco style for which Erte is known, some are shot with metallic threads in addition to soft yarns.

Each ensemble has a name as "Riviera", inspired by a 1925 cover for Harper's Bazaar.

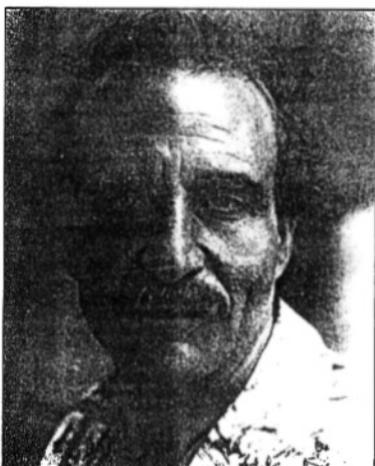
"Mosaics", a three piece ensemble inspired by a theater curtain designed in 1926.

"Flaneuse", a floral rainbow nostalgia drawn from a Harper's Bazaar cover in 1927 and many more.

The Erte line of knits, based on graphic designs produced by Erte during the 20's are now revived and can be called Wearable Art. Paul is very happy that he could collaborate with Erte, and be a part of his immortal creations, and is all excited to greet Erte in New York where he is coming shortly to celebrate his 95th anniversary.

As Paul is not one to sit quiet and has always a new brainstorm, I am anxious to see with what he will come up next.

ALINE



Paul B. Magit and two of his models.

## The Collector's Items.

