

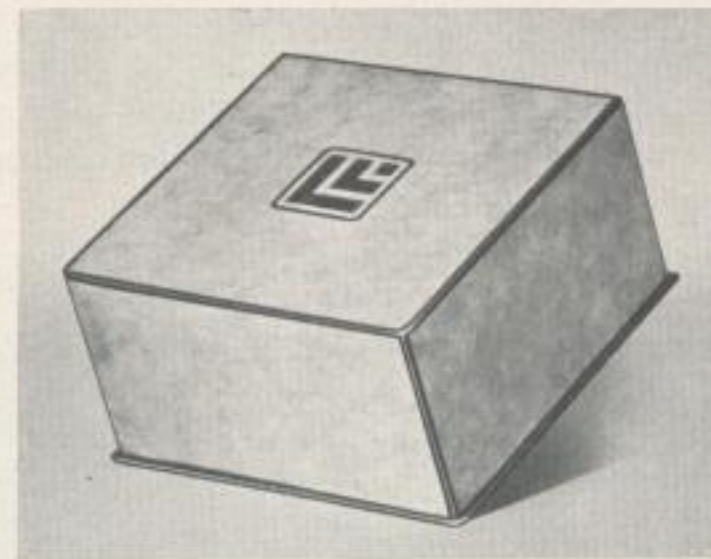
by the fact that the wrapping of an article pertaining to luxury or the toilet, forms in a certain sense a part of the article itself, and that these wares are very often judged according to the outward impression which they create, and chosen and bought according to this impression. Finally the show-window, in fact everything in the nature of advertisement which is designed for these wares must display an artistic tendency, so that the manufacturers are forced to work in common with artists or artistic publishers.

This is, for example, the case with the Innoxa products; the various means of advertisement employed by this firm, such as advertisements, window-dressing, cases, boxes, and printing-matter are all carried out in a very uniform and artistic manner by the "Office d'Editions d'Art". Further specialists in luxurious wrappings are the firms Tomer, Marbœuf, and Loubok, from whom however, I was unfortunately able to obtain only a few samples of their work.

Two plainly varying tendencies prevail in the fabrication of luxurious wrappings. On the one hand there is the tendency to employ classic forms and motives out of the rich artistic past of France. Especially the 18th century, which is regarded today as the century of grace and beauty, offers much inspiration to the artist, especially as most of the factories derive their trade-marks from something pertaining to this period, as for example the Parfumerie Luzy, whose trademark is a Marquise with a gigantic withe-powdered wig. The Parfums Ninon also derive their name from Ninon de l'Enclos, the famous courtesan of the reign of Louis the Fourteenth.

In this feeling for "ancient art" the firm of Tolmer has created some very beautiful boxes, a few of which we show here. All of them take their motives from the great legendary voyages of past centuries. The very names of these wrappings, "Zaire", "Forever", "Farewell of the Mariner" call up memories, and they display very naive and decorative pictures in strong and lively colours full of violent contrasts. All the wealth of French folk-lore, legends, fairy-tales, have been drawn upon for material.

Another and very delightful tendency is the absolutely modern, which is principally directed towards the conventionalising of the decoration and the simplification of the form. Here we find boxes which follow purely geometrical forms, cubistic, cylindrical, three-cornered, pyramidal. Originality is achieved here principally by means



PAQUETAGES POUR PARFUMS
PERFUME WRAPPINGS