

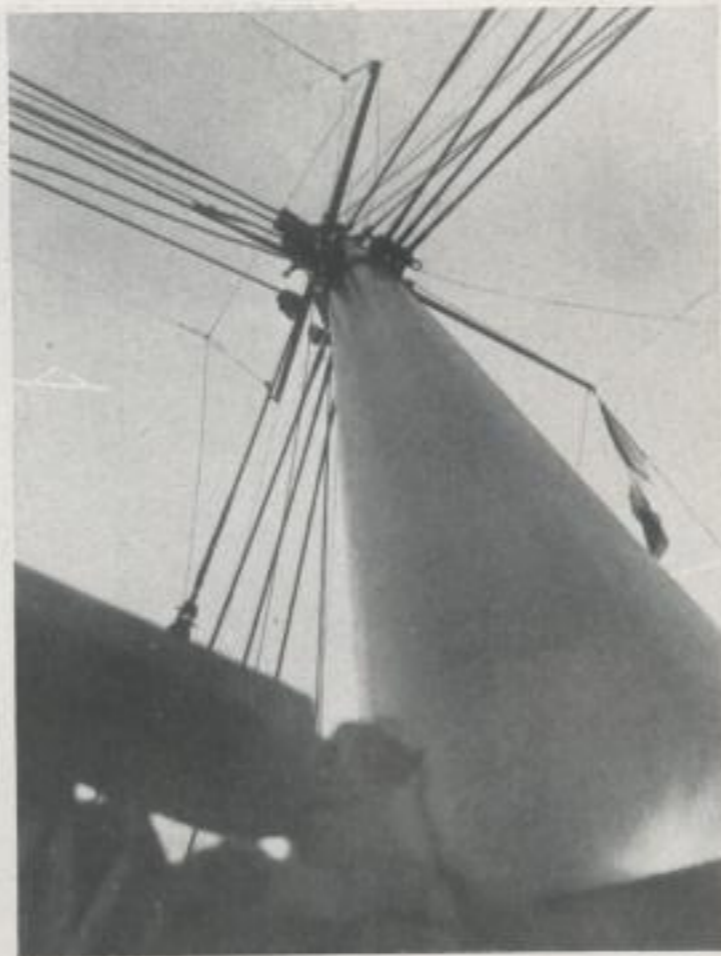
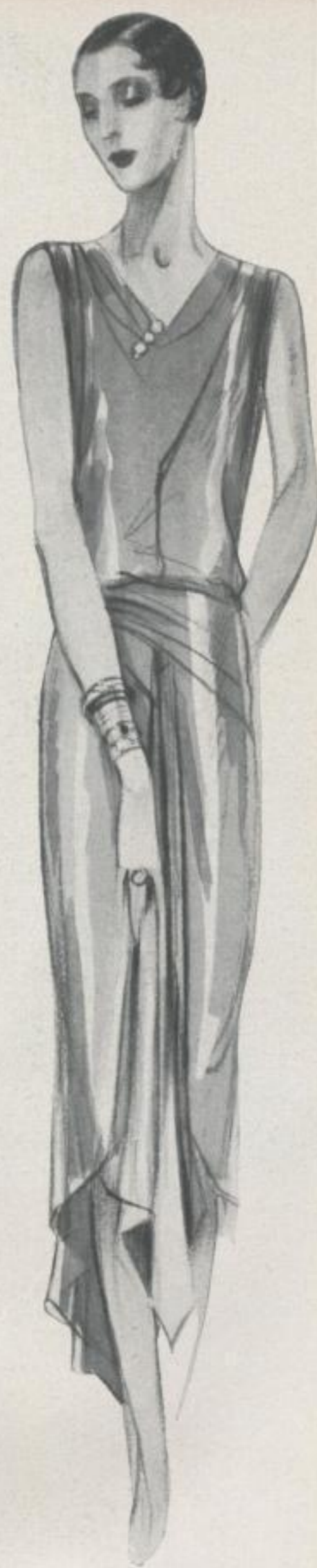
F R O M E N T I

It is no easy matter to meet Fromenti in Paris. If you try to get him on the phone, he is certain to have just left for America, or to be precisely on the way back. For since 1925 he lives partly in Paris and partly in New York, and cannot decide which city he likes the best.

No doubt he loves Paris, always the centre of elegance and chic and like every artist whose work has to do in the main with the fashions, he needs the atmosphere of Paris. But he also loves New York and has found there a circle of artist friends with perfectly new and bold ideas which he also finds inspiring.

Paris, city of culture and refinement, preserves the artist in an almost miraculous fashion from errors of taste, however original and fantastic his ideas may be.

But New York is no less fascinating to Fromenti on account of its utter lack of tradition and the young and vigorous spirit



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