

LUZA, PARIS

I take great pleasure in responding to the call of "Gebrauchsgraphik" ("International Advertising Art") on its entering upon its tenth year of publication.

No other magazine has put such progressive and original ideas before the artists of two continents as "Gebrauchsgraphik" and it has been a constant source of inspiration especially for all those interested in black and white work and for us fashion artists. It has kept us acquainted with the latest doings of other artists and its articles and illustrations have directly contributed to the development of fashion drawing during the past decade.

My experiences during these years have been many and varied. Sometimes in Paris, sometimes in New York, I have studied the processes and expressions of fashion at their very source.

No art has undergone such changes during this period as the art of fashion, and though it may be that my most interesting experiences are still to come, I would not have been without those of the past.

As far as my own work is concerned and my views on fashion designing, I remain faithful to my original manner; my personal ambition is to find a new form of expression, using only the simplest elements of line and color.

