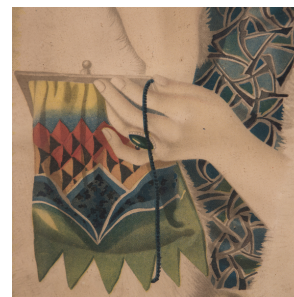
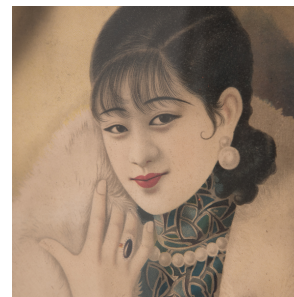

PAGODA RED



FRAMED ADVERTISEMENT POSTER WITH MIRRORED BACK

\$1,380

c. 1930 • Shanghai, China • Paper, Pigment • Collection #P095

W: 19.0" D: 1.5" H: 27.0"

Influenced by Western advertising, commercial posters featuring beautiful women in modern settings gained popularity in China in the 1920s and 1930s. Commercial companies presented posters, like this one, to their clients for Chinese New Year. This poster depicts a woman luxuriously dressed in a western style fur-trimmed coat holding a purse that also indicates Art Deco influences. This brand of Chinese advertisement draws on the classic American advertisements of the early cinema age, featuring starlets in the budding Shanghai movie industry. Continued...



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The poster is backed by a silvery mirror, now beautifully spoiled from time.



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