
PAGODA RED



VINTAGE HATAMEN CIGARETTES ADVERTISEMENT POSTER

\$980

1933 • Shanghai, China • Paper, Pigment • Collection #POSD09

W: 26.0" D: 1.25" H: 35.0"

This framed advertising poster for Hatamen Cigarettes from the late 1920s melds the meticulous detail of traditional Chinese painting with the nuanced color and fine resolution of color lithography. Ensnared in a filigree frame, a woman peers out alluringly, caressing the fur trim of her luxurious robe. Discreetly positioned on the lower corners, an open pack of Hatamen cigarettes makes a more subtle appeal to the senses. Continued...



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These advertisements, depicting fashionable women and influenced by the Art Deco movement in the west, recall the economic boom of early 20th-century Shanghai, an international center of business and trade. Today, these lithograph tobacco posters are prized by collectors and preserved in museum collections both for their artistry and for the unique glimpse they give of the past.



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