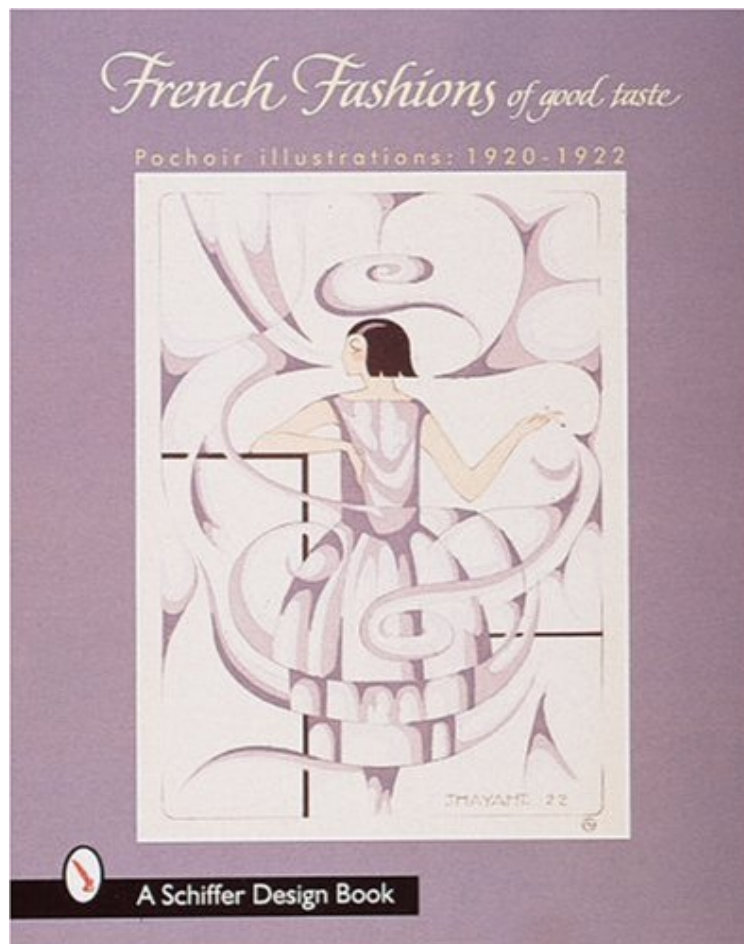


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The exclusive French periodical *Gazette du Bon Ton* was published in Paris to showcase the latest haute couture women's fashion. A selection of the original pochoir print illustrations made for this magazine between 1920 and 1922 are presented in this book. Fashion designers Charles Worth, Paul Poiret, and Madeleine Vionette are among the provocative creators of new 1920s clothing styles whose work is represented here. They revolutionized women's fashions by breaking with tradition to create an entirely new silhouette with short skirts, geometric patterns, new color combinations, and new fabric choices. The illustrations are done in the pochoir process with many stencils and subtle color tones to accurately duplicate delicate drawings by some of the leading French artists of the day. George Barbier, Pierre Brissaud, and Georges Lepape each made many of the drawings in this book. Today's fashion designers, collectors, sellers, and artists all will pour over these pages for inspiration.