



**PROANTIC**  
LE PLUS BEAU CATALOGUE D'ANTIQUITES

## Gouache By Lepape For: Monsavon Au Lait

2 700 EUR

Signature : LEPAPE CLAUDE ( 1913-1994 )

Period : 20th century

Condition : Bon état

Material : Gouache

Width : 430 mm

Height : 190 mm



### Description

Very nice project for Monsavon in pencil and gouache.

Eight naiads performing their ablutions with the famous soap in shower cabins reminiscent of the famous bottle of milk, the key ingredient in the secret of their beauty, summed up by the slogan of the time: "Like Venus emerging from the wave, woman is reborn , always more beautiful, coming out of her milk bath »

Signed lower left and dated 1956 lower right.

Monsavon is probably a unique case of a brand whose history was written by four hands, successively by two large companies, L'Oréal and Procter & Gamble. October 5, 1925: Monsavon's filing with the INPI attests to the official birth of the brand that L'Oréal is launching on the French

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market. Special sign written on the first packaging: Monsavon is "with milk", an ingredient now inseparable from the image of the brand and its destiny. Jean Carlu, Charles Loupot, Claude Lepape and Raymond Savignac made Monsavon their soap by signing numerous posters and advertising projects for the brand.