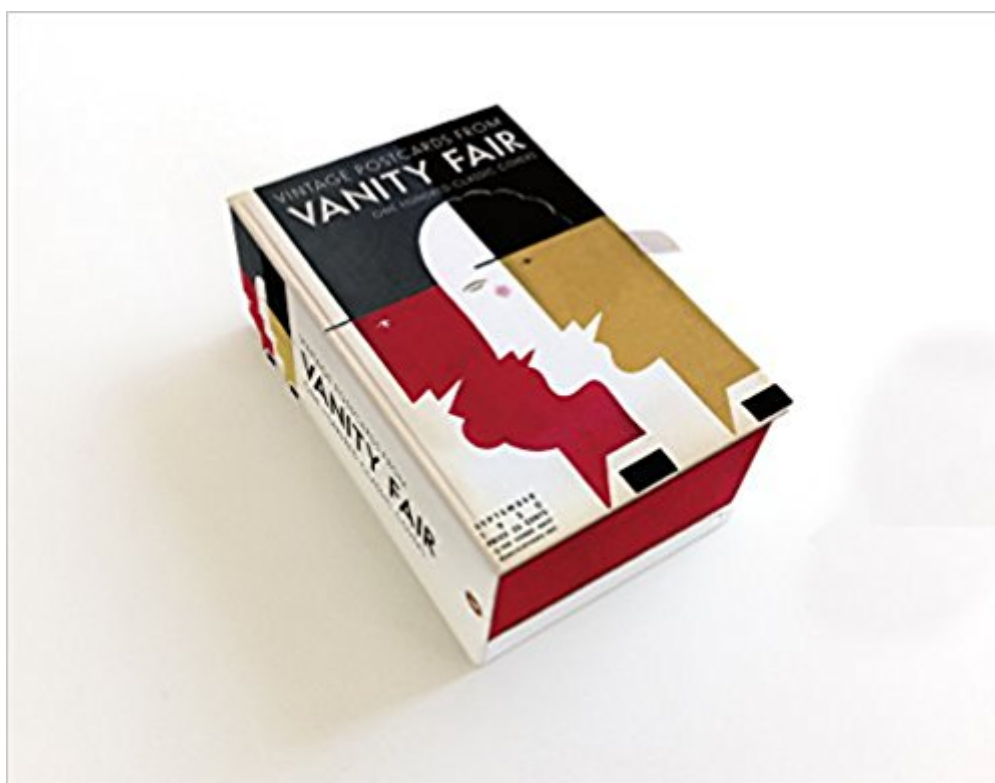


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# Vintage Postcards From Vanity Fair: One Hundred Classic Covers, 1913-1936



## Synopsis

VANITY FAIR A TALE OF SOPHISTICATION In 1913, publisher Condé Nast launched Vanity Fair, a magazine that would celebrate the culture, politics, lifestyle and humour of the world's 'smart set'. In the publication's mission statement, editor Frank Crowninshield clearly revelled in that world: 'Young men and young women, full of courage, originality, and genius, are everywhere to be met with.' The magazine discovered or lent invaluable support to such varied names as Dorothy Parker, E. E. Cummings, Noël Coward, Gertrude Stein, P. G. Wodehouse, Cecil Beaton and Man Ray, and frequently reproduced works by the likes of Matisse and Picasso long before anyone in the mainstream press would dare. Vanity Fair's famous philosophy of mixing up classes, races and sexes - as long as they were innovative, gorgeous or talented - was reflected in the dazzling and elegant magazine covers from such hugely influential designers as Paolo Garretto, William Cotton and Eduardo Garcia Benito. These covers are now a memorial to a world of glamour and excitement, gone - but not forgotten. Selected by Graydon Carter

## Book Information

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## Customer Reviews

Vanity Fair magazine was launched in 1913 by the publishing magnate Condé Nast. Graydon Carter has been the editor of the magazine since 1992.

I used to luxuriate in long letters to friends and letters. Then I had children, and postcards are about all I can manage these days. Compromise? Luxurious postcards! These beauties fit the bill, and

they were absurdly inexpensive, especially considering the high quality. Art Deco and the playful illustrations of the 1920s have always appealed to me, so I guessed I would like this set. What I couldn't tell from the photos is that the front of these are coated, but the back is not. Perfect for writing with a regular pen! Sometimes one finds that the more beautiful postcards require a permanent marker pen for writing. (Here's my hint to you would-be postcard writers: turn the card sideways to write your message. You'll have a bit more room than if you try to parallel your text with the address.) I received these yesterday and have already snuck time to write out three of them! Very glad I bought two boxes.

I purchased the Vanity Fair and Vogue postcard sets and was pleased with both. The Vogue selection has the edge, in my opinion, as the Vanity Fair images seem a bit repetitive. Both sets are very well produced. The cards are on very heavy stock and should last a lifetime if one chooses to keep them as a collectible. The boxes housing the cards are quite sturdy and attractively illustrated. I think this format would lend itself well to advertising art. Individual sets for the 1920s, 30s, 40s etc. would be attractive to graphic and commercial artists along with the general public. Taschen Publishers produced a series of books following this concept that were very well received. Penguin has done such a great job here why not expand the selection.

I'm a member of [postcrossing.com](http://postcrossing.com) and send out several postcards to locations around the world every month. I love being able to send these beautiful cards to people. The artwork is lovely, and I almost always receive compliments on them when the receiver registers them on the site. They're also made of a thick cardstock with a matte finish. The weight is pleasing and the texture divine!

This set is likely to include hit or miss postcards for most anyone as not all will be to one's taste - however, the postcards themselves are extremely good quality, thick cardstock and the images are crisp and clear. What's more is that there's a great variety of covers to please just about anyone - with many good enough to frame as impromptu art for a first apartment, dorm room, office etc. Well worth the money!

Excellent set of postcards for writers, fashion lovers, and people interested in history of magazine covers... Postcards are ever so slightly smaller than standard size, but very colorful and beautiful illustrations. I would buy set again.

beautiful cards. great value.

Great quality paper stock, it can hold up to fountain pens, dip nibs, you name it. Unfortunately it dirties easily (the paper is a little waxy and attracts dirt) and not all the postcards look great. Still, not bad if you are sending out large volumes of postcards and need filler stuff.

I really was not sure what most of the designs of these postcards would be. I was not around in the early 1900's. I had an idea of Art Deco but wow the surprises inside. What gorgeous detailed art! I have had so much fun looking at each card/magazine cover. The postcards are packaged in a nice box and overall the value and quality were excellent.

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