

Bonwit Teller Window Display Featuring Designer Ensembles Based on Royalty from Different Nations with Crown and Revlon Products [Retail Reporting Copy]



Related Collection

[Dan Arje papers](#)

Description

Bonwit Teller window display featuring formal men and women's designer ensembles. The display is part of a series where royalty of different nations are featured in every window. The floor is covered in simulated marble while the wall is hung with shimmering silver curtains. The display also advertises several Revlon products that were being featured in Vogue at the time, by grouping them together on the floor near the front end of the display. The men's ensemble consists of a colorful, authentic costume including a red and white cape, white breeches and shirt, long white socks, and a bejeweled crown. The women's ensemble consists of a long white dress with a full skirt, fur wrap, white gloves, layered silver necklaces, and earrings. A banner at the bottom of the display reads "Bonwit's Queen of Diamonds loves the real-thing... A Kingly token of esteem... Her elegant dress from our Designer Sixth Floor... The real thing red by Revlon, as featured in the

current Vogue."

Date

November 1954

Related people

[Bonwit Teller & Co](#) (commissioner)

[Virginia Roehl](#) (photographer)

[Revlon](#) (designer)

[Dan Arje](#) (compiler)

Work Type

photographic prints

Measurements

8 in (width) x 10 in (height)

Inscription

Bonwit Teller/ Dresses/ Dis. Dis: Gene Moore/ Setup: Royalty of different nations are featured in a series of windows. The figures are dressed in colorful authentic costumes and are escorting the Bonwit Teller formally-clad mannequins. The floor is covered with realistically simulated marble, an effect produced by the use of glass with the underside covered with marble grain paper. Wall: Silver sparkle gracefully hung draperies. Revlon products are grouped on the floor./ Card Copy: BONWIT'S QUEEN OF DIAMONDS LOVES THE-REAL-TING... A KINGLY TOKEN OF ESTEEM... HER ELEGANT DRESS FROM OUR DESIGNER SIXTH FLOOR... THE REAL-THING-RED BY REVLO, AS FEATURED IN THE CURRENT VOGUE/ A November 1954 Issue/ Printed in the U.S.A./ 11-4-54-48C/ Views & Reviews/ Retail Reporting Bureau/ Milton B. Conhaim, Inc. 101 Fifth Ave., N. Y. 3 (text)

Related Repository

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