



Charles Heidsieck Champagne Advert

Sold



REF: 31046

Height: 27 cm (10.6")

Width: 114 cm (44.9")

Framed Height: 36 cm (14.2")

Framed Width: 124 cm (48.8")

Framed Depth: 124 cm (48.8")

Description

Charles Heidsieck Champagne Framed Advertisement.

A rare original advertisement for Charles Heidsieck Champagne. The charming photogravure has been framed and is composed of a series of six playful scenes, published in 1897. The story board plays out a scenario in which a gentleman is feeling rather down in spirits, upon being served a bottle of champagne he finds his spirits are lifted and he toasts - Long live "Charles Heidsieck". The six scenes have the following text:-

Oh! Cela ne va guere - Oh! This is not going well

Essayez donc une bouteille de "Charles Heidsieck" - So try a bottle of "Charles Heidsieck"

Surprise! - Surprise!

Parfait! Excellent! - Perfect! Excellent!

Oh! Cela va mieux maintenant - Oh! It's better now

Vive "Charles Heidsieck" - Long live "Charles Heidsieck"

The frame size is 36 cm high by 124 cm wide, each little scene measures 11 cm high by 16 cm wide.

Charles Heidsieck was born 1822 in Reims, France. He was a French champagne merchant and entrepreneur, best known as the founder of the Charles Heidsieck Champagne House, which remains one of the prestigious names in the Champagne region of France. He was one of the earliest and most successful promoters of champagne in the American market during the mid-19th century and gained international fame and the nickname "Champagne Charlie" due to his charm and flamboyant style while promoting his champagne.