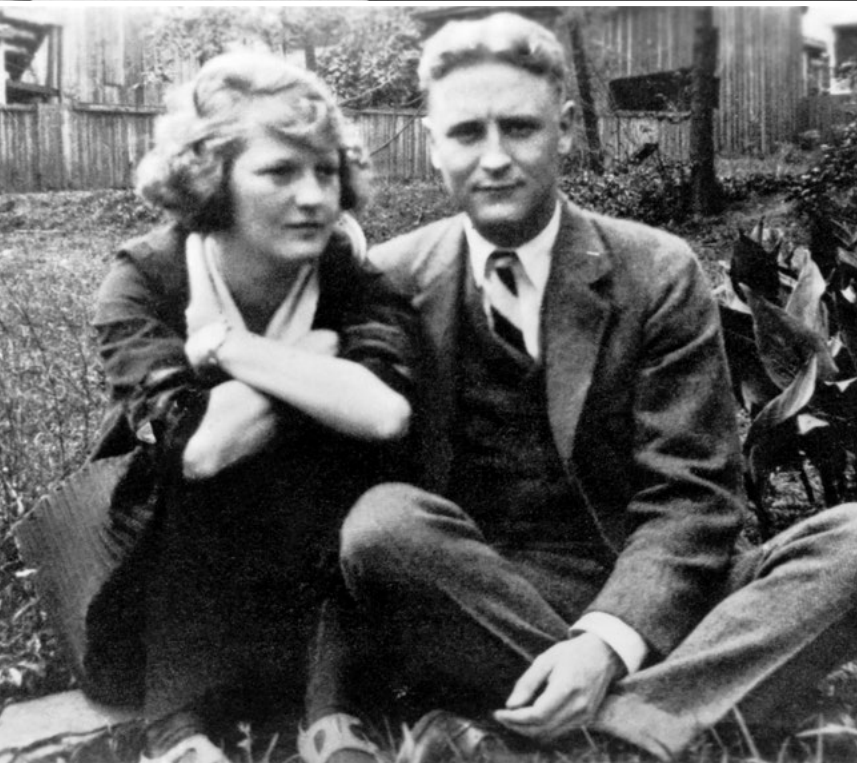




F. SCOTT
FITZGERALD
1896-1940





STYLE

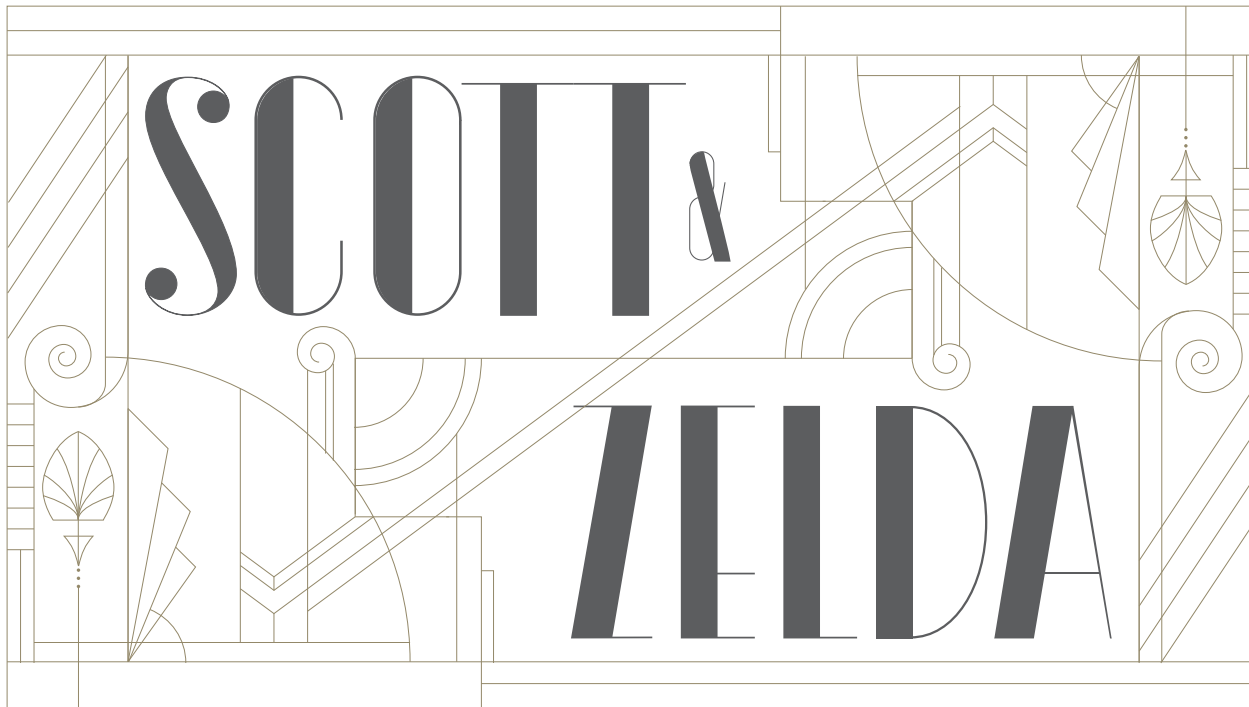
GRACE

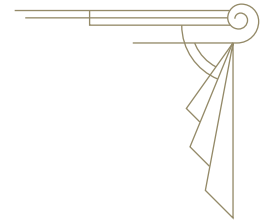
F. Scott Fitzgerald[®]

ELEGANCE

TASTE





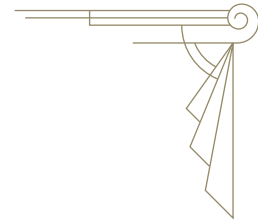


Scott and Zelda Fitzgerald embodied the wild and glittering romance of the Roaring 1920s, and the restless rebellion of their generation. The era was marked by endless parties, daring style, and glamour, all sparked by an economic boom.

In his 160 short stories and five novels, including the iconic American novel *The Great Gatsby*, Scott captured something essential about America and became an inspired chronicler of his age. Together, Scott and Zelda became icons of the Jazz Age. The decade was, in his words, "The greatest, gaudiest spree in history." And the Fitzgeralds were there to celebrate it.

Scott and Zeldas relationship was a driving force in their creativity. He viewed Zelda as a true original ; she was both muse and model for many of his female protagonists. Zeldas own writing included dozens of articles and short stories as well as a novel, *Save Me the Waltz*, published in 1932. While they lived in Paris, Zelda studied ballet rigorously but perhaps her most enduring legacy is her artwork, which consists of more than 100 gouache and watercolor paintings she produced in her own whimsical style.





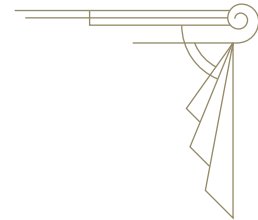
SCOTT AND ZELDA

Scott Fitzgerald first met Zelda Sayre at a dance at the Montgomery Country Club in 1918 while he was stationed in Alabama awaiting deployment to Europe and The Great War. Zelda was a beautiful, popular, and unconventional belle from a respectable Southern family. From the start, their courtship was both passionate and tempestuous.

In the spring of 1920, however, Scott published his first novel, *This Side of Paradise*. The first 3,000 copies sold out in three days – it was an immediate bestseller. Zelda joined him straight away in New York and they married less than a week later. Scott became an instant celebrity, along with his fashionable, and free-spirited bride. Scott was a dashing and talented writer; Zelda was charmingly wild, clever, and independent – the quintessential flapper. They were tastemakers, New York's – it couple.







THE LOST GENERATION

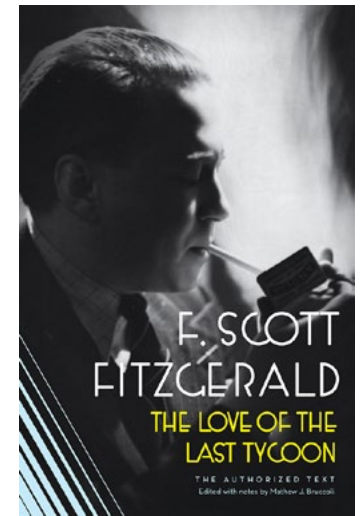
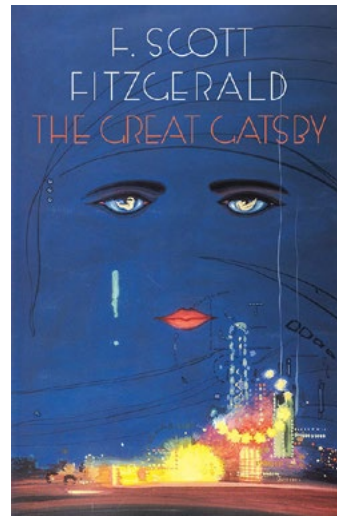
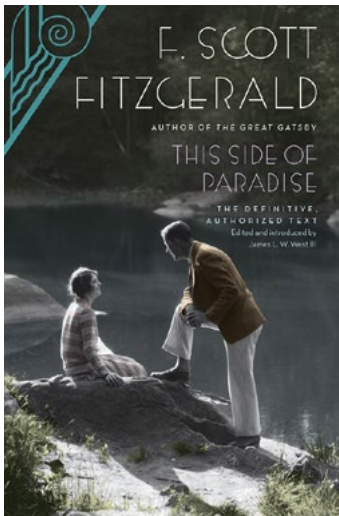
In the 1920s—les Années Folles—Paris celebrated diversity and embraced the extravagant. It was one of the great cultural capitals of the world—a gathering place for those who would emerge as artistic and literary legends of the twentieth century. And it was the birthplace of The Lost Generation.

For a couple of years Scott had been sketching a novel, a precursor to *The Great Gatsby*. He wrote to his editor, Maxwell Perkins, that he wanted to create something extraordinary and beautiful and simple and intricately patterned. To do so, Scott needed to escape the clamor of their current lives and make a fresh start. Post-war Europe, with its relatively low cost of living and thriving artistic scene, filled the bill.

In April of 1924, Scott, Zelda and their young daughter, Scottie, set sail for Europe. They rented a villa in Saint Raphael on the French Riviera and became friends with a wealthy and worldly American couple, Sara and Gerald Murphy. The Murphys frequently entertained at their Villa America, overlooking the Mediterranean. They introduced the Fitzgeralds to a wide circle of musicians and artists, including Cole Porter and Fernand Léger. One could get away with more on the summer Riviera, Scott wrote to his editor in New York, and whatever happened seemed to have something to do with art. It was here that the extraordinary novel Scott had set out to write, *The Great Gatsby*, was completed.



NOVELS



THIS SIDE OF PARADISE (1920)

THE BEAUTIFUL AND DAMNED (1922)

THE GREAT GATSBY (1925)

TENDER IS THE NIGHT (1934)

THE LOVE OF THE LAST TYCOON (1940)



LITERARY WORKS

Scott and Zelda led a whirlwind existence. While enjoying the ex-patriot life of Paris and the Riviera during the 20's and 30's, they attended countless gatherings of artists and writers and participated in a vibrant exchange of ideas and creative accomplishment.

In these years F. Scott Fitzgerald produced a stunning number of novels and short stories. His celebrity reached its zenith with the publication of *The Great Gatsby* in 1925 — the masterpiece that secured his literary immortality.

SELECTED SHORT STORIES

“The Camel’s Back,”
April 1920
Tales of the Jazz Age

“The Cut-Glass Bowl,”
May 1920,
Flappers and Philosophers

“Bernice Bobs Her Hair”
May 1920
Flappers and Philosophers

“The Ice Palace”
May 1920
Flappers and Philosophers

“The Offshore Pirate”
May 1920
Flappers and Philosophers

“May Day”
July 1920
Tales of the Jazz Age

“The Jelly-Bean,”
October 1920
Tales of the Jazz Age

“The Curious Case of Benjamin But-
ton,” May 1922
Tales of the Jazz Age

“The Diamond as Big as the Ritz”
June 1922
Tales of the Jazz Age

“Winter Dreams”
December 1922
All the Sad Young Men

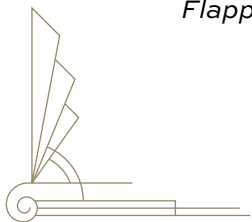
“Absolution”
June 1924
All the Sad Young Men

““The Sensible Thing,””
July 1924
All the Sad Young Men

“The Baby Party”
February 1925
All the Sad Young Men

“The Freshest Boy”
July 1928
Taps at Reveille; Basil and Josephine

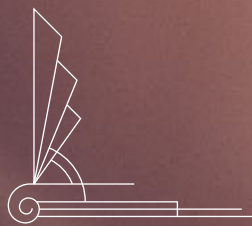
“A Short Trip Home”
December 1927
Taps at Reveille



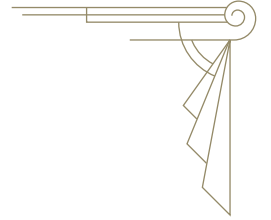


*“When a girl feels that
she’s perfectly groomed and dressed
she can forget that part of her.
That’s charm.”*

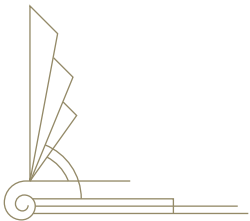
—F. SCOTT FITZGERALD




PERFUMES & FRAGRANCES



Style extends to every aspect of an individual's presentation. In their early days as a couple, Zelda became Scott's quotable equal in taste and fashion. Her personal style reflected the Roaring Twenties, a pivotal moment in history when the role of American women began to change, and a female's identity extended beyond homemaker, wife, and mother. Much like Zelda's love for self-expression, fragrances and perfume celebrate a woman's individuality and point of view.





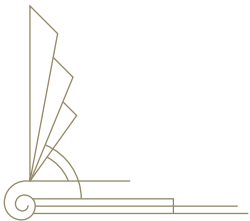
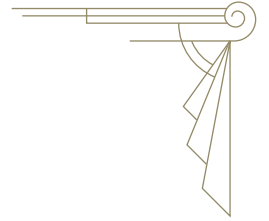
*“It’s a funny thing
about coming home.
Looks the same,
smells the same,
feels the same
You realize what has changed
is you.”*

— F. SCOTT FITZGERALD

INTERIORS



Cocktail parties and social engagements throughout Manhattan became the norm through what Scott called the greatest, gaudiest spree in history. Despite never owning a home, Scott and Zelda hosted celebrations for the literati, captivated by the social scene on Long Island and mingling with expatriates in Paris. Wherever Scott and Zelda went, there they were, entertaining in style. That style, from the Art Deco movement of the early 20th century, continues to dazzle by influencing modern furniture and interior design today.





*“She was dazzling—alight;
it was agony
to comprehend her beauty
in a glance.”*

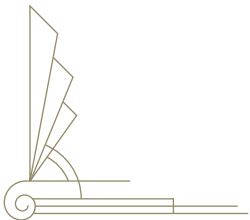
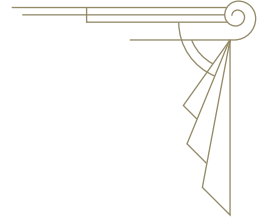
—F. SCOTT FITZGERALD

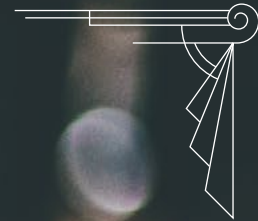


FASHION



As icons of the Jazz Age, Scott and Zelda were internationally known for their glamorous style. With his fine suits and her flapper dresses, Scott and Zelda made their mark in the fashion world. The couple's taste was first reflected in Fitzgerald's literary characters, who shared their larger-than-life personalities and flair for fashion. Scott and Zelda's impeccable style and unconventional lifestyle solidified their legendary status in American society and culture.





“Can’t repeat the past?”
he cried incredulously.
“Why of course you can!”

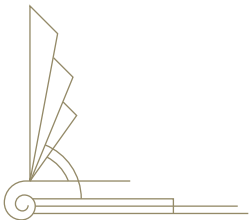
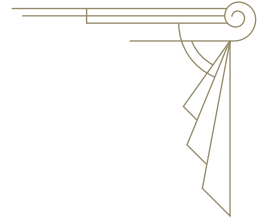
—F. SCOTT FITZGERALD



WATCHES



A classic watch is a nod to a bygone era from before the dawn of the digital age. As the styles of the early 20th century shifted from cumbersome pocket watches to sleeker wristwatches, Scott and Zelda took notice. In celebration of their engagement, Scott gave Zelda a Cartier watch set with diamonds, a trendsetting gift of both form and function. Even today, a watch is a reflection of an individual's personality, revealing a hint of sophistication, adventure, or athleticism, making a statement of who you are or perhaps what you aspire to be.



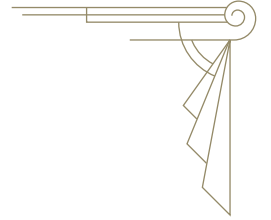


*“I’m not sure what I’ll do,
but—well,
I want to go places and see people.
I want my mind to grow.
I want to live
where things happen on a big scale.”*

—F. SCOTT FITZGERALD



TRAVEL



Manhattan, Paris, and Rome served as backdrops to Scott and Zelda's many travels. The Fitzgeralds never owned a home and instead embraced the nomadic lifestyle of bohemian artists, writers, and intellectuals, including Pablo Picasso, Gertrude Stein, and Ernest Hemingway. The couple's zest for exploration is best summed up by Zelda who famously said, "I hate a room without an open suitcase in it—it seems so permanent." For Scott and Zelda, travel wasn't a hobby, it was a lifestyle.

