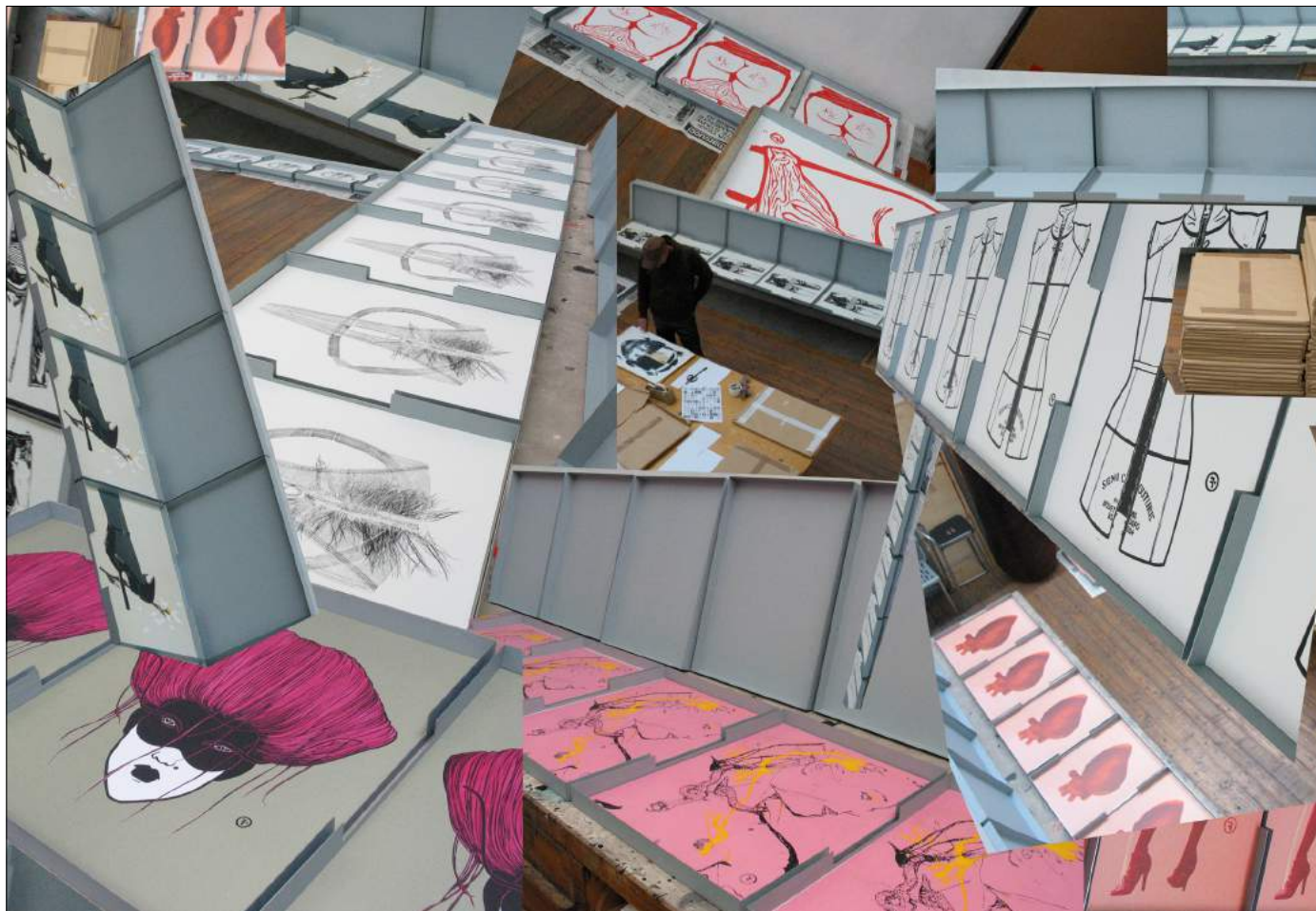


PRESS RELEASE

SUPERILLUMAN BY FRANÇOIS BERTHOUD

PORTFOLIO CONCEIVED AND PRODUCED BY STUDIO FRANÇOIS BERTHOUD, EDITED BY DINO SIMONETT, ZÜRICH. EDITION OF FIFTY SIGNED COPIES. CASE AND FRAME PRODUCED BY LEHNI, SWITZERLAND.



ON THE OCCASION OF THE 20TH ANNIVERSARY OF STUDIO FRANÇOIS BERTHOUD, EDITION DINO SIMONETT, IN COLLABORATION WITH THE ARTIST, HAVE PUBLISHED THIS ELEGANT AND OVERSIZED PORTFOLIO REGROUPING ABOUT 100 OF HIS MOST REMARKABLE WORK FROM 1986 TO 2003.

IRONY, SEDUCTION, OBSESSION ARE A FEW TRAITS THAT CHARACTERIZE HIS WORK, A WORLD THAT DEPICTS FASHION WITH AN UNMISTAKABLE TRADE-MARK.

THESE LARGE FORMAT REPRODUCTIONS, PRINTED IN 7 COLORS OFFSET AND LIMITED TO 50 SIGNED COPIES, ARE PRESENTED IN A TAILOR-MADE METALLIC CASE. THUS MAKING THIS OBJECT A MOST DESIRABLE COLLECTOR'S ITEM FOR SPECIAL EDITIONS AFICIONADOS AND FASHION LOVERS.

THE IMAGES OF THE PORTFOLIO WERE PRESENTED AT THE SWISS CULTURAL CENTER OF MILAN IN 2003 IN AN INSTALLATION CREATED BY THE ARTIST.

François Berthoud started his career as a graphic designer at Condé-Nast in Milan. In parallel he was working as a comic strips author but it is in "VANITY", founded by Anna Piaggi, famous prêt-à-porter columnist, that François Berthoud unveiled his fashion images which graced numerous covers and pages of this legendary and entirely illustrated magazine. He contributes to publications such as Numéro, The New Yorker, Vogue Nippon, V Magazine, the New York Times Magazine. His clients include Hermès, Yves Saint Laurent, Tyffany&Co, Prada, Givenchy. His work has been exhibited in Paris, Tokyo, New York, Milan, Geneva to name a few and has been included in many reference books.

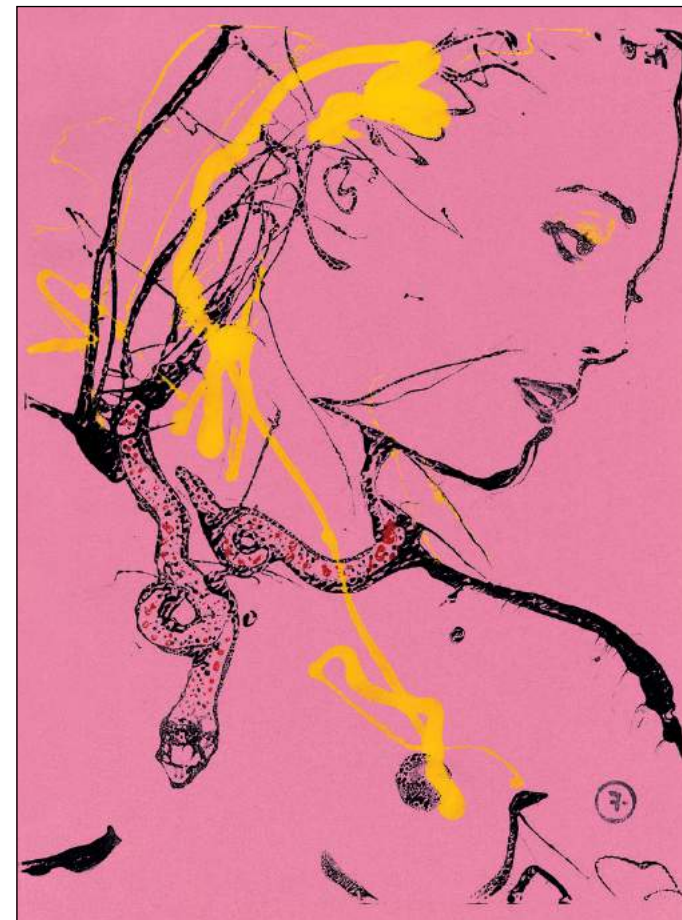
Published Monographs: Superillum Catalogue, Hazard, Milan, 2003; Visionaire 33 Touch, Visionaire Publishing, New York, 2000; Facsimile, Edition Dino Simonett, Zürich, 2000; Berthoud, Gallery Bartsch & Chariau, Munich, 1997; Linocuts, Seed Hall, Tokyo, 1990.



DECOUPAGE III
COMME DES GARÇONS
VOGUE, JAPAN, 2001



HERALDIC MAN
JEAN-PAUL GAUTIER
VANITY, ITALY, 1986



WOMAN AND SNAKE
BOUCHERON
NUMÉRO, FRANCE, 2002