



Vera: The Art and Life of an Icon

Susan Seid

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Legendary designer and artist Vera Neumann (1907–1993) believed in art’s ability to inspire and enrich lives. An innovator and one of the most successful female entrepreneurs of her time, Vera built her company on a radical philosophy: fine art should be accessible to everyone, not just a select few. Known for her iconic images of cheerful flowers, trendy geometrics, and vibrant ladybugs, she believed people should surround themselves with beauty.

For the first time, *Vera: The Art and Life of an Icon*, tells her inspiring story through the art and designs she created. In this volume, richly illustrated with Vera’s original sketches, paintings, and photographs of her worldwide travels, readers are introduced to the amazing woman behind the dynamic designs that continue to inspire and influence art, design, and fashion.

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