

WYETH



Original "Nauga" Monster

Naugahyde

USA, 1970s

During the 1960s and 1970s an advertising/marketing team headed by George Lois for Naugahyde, asserted humorously, that their faux leather was obtained from the skin of a fictitious animal called a "Nauga". The claim became an urban myth as the campaign emphasized that Naugas can shed their skin without harm to themselves. The Nauga doll, a chubby, horned monster with outstretched arms and a wide toothy grin, became...

DIMENSIONS

W 22" D 4.5" H 14"

REF No.

11928.025

PRICE

\$2,800

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