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France was among the very first countries to have Star Wars related merchandise at retail in 1977, including some items exclusively designed for the domestic market before the progressive standardization of products was implemented across Europe. LA FRENCH TOUCH book is the outcome of years of research and collecting. It is the MOST comprehensive and yet-complete book about vintage Star Wars collectibles from France. It features individual product photography of the entire range of French merchandise released from 1977 to 1987 some heretofore

unreferenced or thought to exist only in myth, including as well the French MECCANO and European TRILOGO toys lines. It re-examines the response the original Star Wars movies received in France, through a wide selection of press and documentary references. Readers will enjoy the development of the merchandising and marketing associated with this world-famous license throughout 270 color pages and 1500+ stunning photographs.