



Press release

December 2016

**Easter – a great spring celebration for all the family**

A big Easter brunch or coffee around a long table is an ideal opportunity to bring all your loved ones together - across the generations. It is also a perfect time to decorate your table and home with imaginative decorations. Villeroy & Boch has a wide selection of festive new products for Easter 2017. Bright flowers, delicate birds and, of course, lots of bunnies add a fun element to Easter decorations.

**Decorate: flowers and birds to bring a spring atmosphere into your home**

Savour the anticipation of Easter with festive decorations made from fine porcelain. Villeroy & Boch's popular bunnies from the Marieflour Spring collection have some new friends this year, little birds to bring a spring atmosphere into your home.

Realistically painted in soft pastel colours or decorated with spring blossoms, the little figurines and hanging ornaments open up a wide variety of decorative options. Arrange them on tables or hang them on branches to fill your home with the promise of spring. When it comes to shapes too, Villeroy & Boch's designers are ushering in spring, with flower-shaped dishes in different sizes and little Easter bells added to the popular collection.

**Gifts: make way for the Easter bunny and friends**

No Easter is complete without the Easter bunny. He has a starring role in the festivities and should be an essential part of the Easter decorations! Villeroy & Boch is adding a musical theme to the classic Spring Fantasy Easter collection this year. A happy group of bunnies is rocking on the tuba, double-bass and drums - in a band or as solo perform-

ers. These strikingly decorated new products add a new story from the bunnies' world to the collection.

With their classic and simple patterns, many of the individual items make ideal Easter gifts. Porcelain jars and Easter egg-shaped tea-light holders add the perfect finishing touch to the festive decorations while little bells herald the start of Easter. The cute little bunny figures in their bright outfits are painted onto the products in three-dimensional detail. A decor that will appeal to all ages.

### **Easter brunch: a celebration for the whole family**

A big family gathering over brunch on Easter Sunday is a loud, colourful and festive occasion. Seasonal tableware collections from Villeroy & Boch help you to set the perfect scene at the table. Villeroy & Boch offers three collections to create different looks for your spring table setting, with new products added to Spring Fantasy, Spring Awakening and Farmers Spring every year. The extensive product range – from breakfast plates to cake platters – will be attractive features on your table as well as making ideal Easter gifts.

### **Spring Awakening: tulips and daffodils**

The Spring Awakening collection celebrates spring with the first early blossoms: tableware decorated with tulips, daffodils and pink-rimmed daisies. A wide selection of practical items such as egg plates, cake platters and a little table vase provide lots of decorative options for even very large tables. Perfect decor for the entire spring season.

### **Farmers Spring: festive animal patterns**

The Farmers Spring collection is classic tableware for Easter festivities, with its lime-green decor on creamy-white porcelain. Realistic details with a three-dimensional effect create a very charming collection, with patterns featuring nesting hens, Easter eggs and spring flowers.

### **Fantasy Spring: stories from the bunny band**

Fantasy Spring is a very bright and festive collection. Colourful pictures recount tales of bunny life, sure to appeal to children around the Easter table. This year, the bunnies are rocking the celebration with lots of music on a variety of instruments. Once again the tableware impresses with lovingly crafted details.

#### Product information:

- Premium porcelain

#### **For further information please contact:**

Jessika Maria Rauch

Global PR Manager Tableware

Tel: +49 (0) 68 64 - 81 13 44

E-Mail: [rauch.jessika@villeroy-boch.com](mailto:rauch.jessika@villeroy-boch.com)

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#### **Villeroy & Boch**

Villeroy & Boch is one of the world's leading premium brands for ceramic products. The family business, which was founded in 1748 and is headquartered in Mettlach/Germany, stands for innovation, tradition and exceptional style. As a renowned lifestyle brand, Villeroy & Boch offers products from the sectors Bathroom and Wellness and Tableware, and is active in 125 countries.