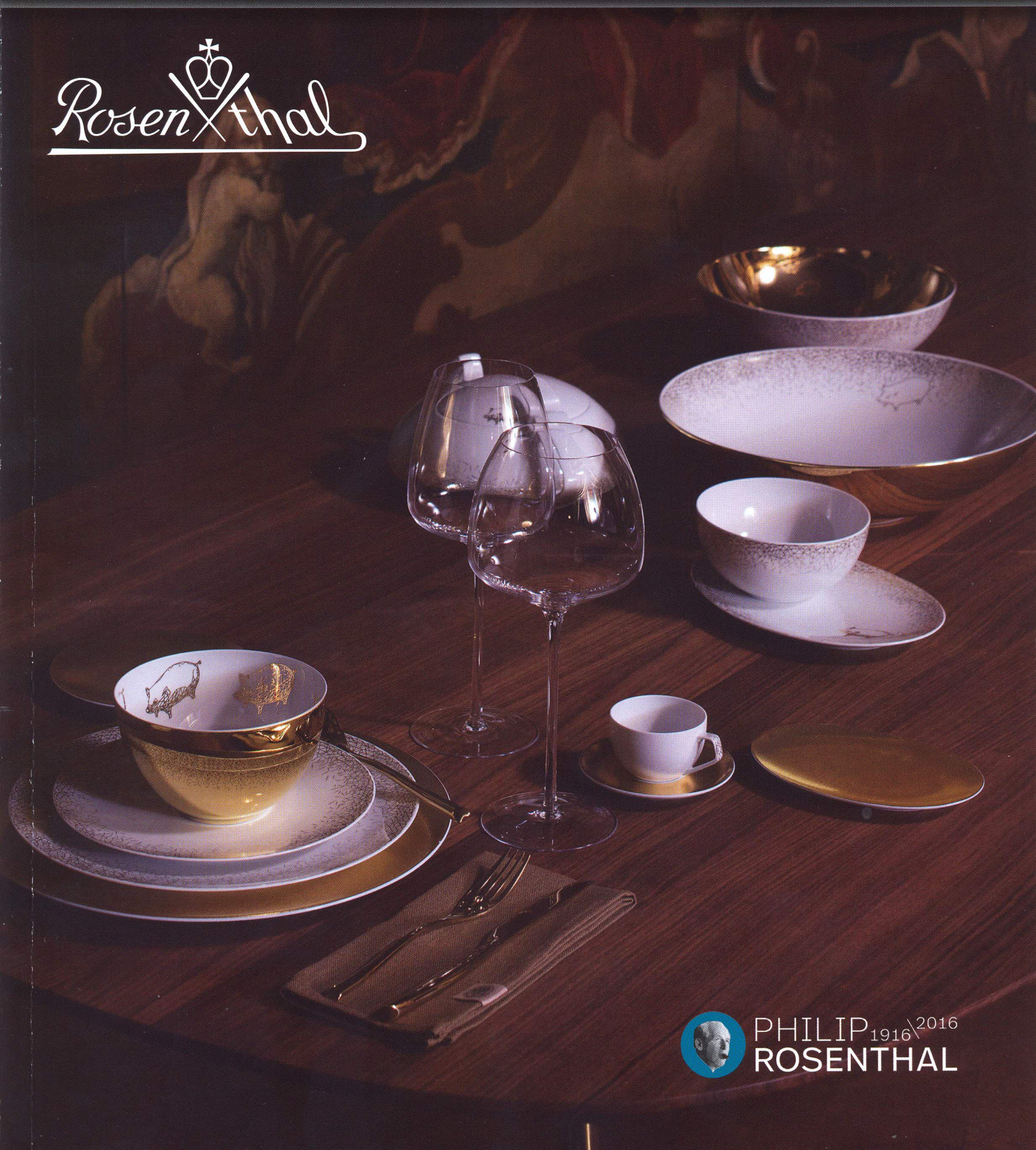


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Spotlight on...

Sieger by Fuerstenberg

This month we shine a light on the decade-long successful relationship between stylish fashion and home brand Sieger and German heritage porcelain manufacturer Fuerstenberg



The collaboration between fashion brand Sieger and porcelain specialist Fuerstenberg, which has delivered no less than 14 porcelain tableware and giftware collections, started life in 2005.

"We were searching for a company who shared our high-quality standards and cultural awareness," says marketing director, Christian Sieger, who along with his brother Michael founded the brand.

The brothers wanted a porcelain manufacturer who could deliver the highly-detailed designs they had visions of and felt that machine-made manufacturing wouldn't be able to match the quality of hand craftsmanship; to achieve the sophisticated shapes and wafer-thin materials they envisioned.

Enter Fuerstenberg, a German luxury porcelain manufacturer with the expertise – 270 years – and craftsmanship to fulfil such a vision.

In the atelier at Porzellanmanufaktur Fuerstenberg, each individual piece of Sieger by Fuerstenberg's latest collection Seven, for example, goes through 100 hands, delivering a one-of-a-kind object.

Debuting with the successful dinnerware collection My China! the collaboration has continued unabated for more than a decade with innovative

and new collections that are beautifully and thoughtfully designed featuring sophisticated forms and decors along with wafer-thin porcelain and precise craftsmanship.

"The Sieger team is responsible for product conception, design and marketing, while Fuerstenberg looks after craftsmanship and distribution," says Christian.

The company's design values – excellent workmanship, attention to detail, impressive functionality and surprising colours and forms – translates from the world of men's fashion and accessories and on to the table.

Whether fashion or porcelain, "our collections are our personal vision of joie de vivre, individuality and quality" says Christian. "We create things for people who seek something special in their lives, who want to buy useful products that provide luxury in a quality you do not find these days and this maxim is apparent throughout the multi-layered product range and market segments – from the wafer-thin dinner services and charming objects through to the life-affirming fashion," says Christian.

And while the fashion doesn't directly inspire or translate to the tabletop – Sieger's tableware launches are timed independently from the fashion

launches – "both can enrich the other," says Christian, pointing to one of its most recent collections, Seven, introduced for the Sieger by Fuerstenberg's 10-year anniversary last year.

"One décor in our Seven dining service, Hanami, shows an image you can also find in the accessories of our current 2016 Spring/Summer fashion collection, Koi-Koi, which is inspired by the Japanese cherry blossom, the symbol for beauty, and the famous traditional festival," explains Christian.

And due to such coherence, Sieger decided to combine the products – the tabletop and fashion – in its recent fashion photo shooting (pictured top) and marketing materials.

Of this, Christian says: "We have more and more concept store partners who reach out to premium and luxury consumers; even original fashion retailers have started to sell porcelain accessories.

"On top of that, our marketing and communication measures achieve a higher emotional level by combining both sides. This way, we also manage to reach younger consumers and generate benefits in being seen in both markets."

What inspires and drives designs for the tabletop concepts, in particular, are "the continual changes in our environment, society and culture," says

Christian. "As designers, we observe society, its changes and its needs more closely than perhaps any other professional group."

Christian cites how 'simplify your life' and 'less is more' are tendencies the brand has noticed in society more recently – with the Millennial generation, in particular – and this has inspired their two latest collections, Seven and Omnia.

A dining service of just seven different pieces, to be used in multiple different combinations, Seven is "perfectly in line with changes in society and is for those who consciously choose to own fewer things," says designer Michael Sieger.

Now entering the second decade of its collaboration, Sieger by Fuerstenberg continues to do well, not just in retail but also in hospitality.

"We are positively surprised at the growth in the hospitality sector as well as that of private VIP projects.

"Last year was a historic year for us with our 10-year anniversary. We saw strong growth compared to 2014 and, for example, realised the growing interest of the US market as our product lines seem to attract more and more American customers," Christian concludes.

The collections

The two latest collections from Sieger by Fuerstenberg include Seven (pictured left) and Omnia (above). Launched for its 10th anniversary last year, Seven is a clever back-to-basics dining service encompassing just seven different pieces, each of which can be used in any number of different ways and combinations. Featuring five different patterns including satin white, geometric blue and light gold, and both glossy-glazed and satin-matt surfaces on the finest handcrafted porcelain, Seven unites minimalism with maximum universal style. Launched for Spring 2016, Omnia is the essence of modern dining culture, the entire service comprising of four pieces: a dinner plate, a side dish, bowl and cup. Featuring a matte exterior, the thin-walled porcelain pieces come in pure white as well as anthracite, light brown, bronze and dark brown and are stackable.

www.sieger-germany.com

What Millennials want...

The Millennial generation is now the biggest and most influential consumer group. We investigate what this key group wants from its tableware and discover how suppliers are meeting such Millennial dining demands



Omnia, Fuerstenberg

Embodying the essence of modern dining culture, Fuerstenberg has cut back to the essentials with its new Omnia service. A universal tableware set, the entire Omnia service comprises a dinner plate, plate for breakfast, side dish, bowl and cup. Pieces are stackable and can be dressed up with the 24k gold-plated Omnia Ritual pieces as well as mixing and matching the white with anthracite, light brown, bronze and dark brown – “colours that satisfy the urban lifestyle’s yearning for naturalness and sustainability”, say the brand.

www.fuerstenberg-porzellan.com

There are now more Millennials (aged approx. 18-34) in the home and housewares-consuming marketplace than Baby Boomers.

With this influential consumer group dominating, it means a total reset of industry strategies on the part of stores and suppliers alike.

One area influenced heavily by this consumer group is product design and development.

Thanks to Millennials, the design focus for dining has shifted with this consumer group living more casual lifestyles, residing in smaller spaces and desiring product that is high quality, tells a story and doesn’t just focus on pure purpose but instead delivers impeccable aesthetics.

“Millennials are attracted to tableware that speaks to their casual lifestyles but with products that have great style and functionality,” says Sherri Crisenberg, VP of Lenox.

“They dress their tables to impress but in a more relaxed presentation of the most essential of items.”

The recently-launched Shades collection from Marchesa by Lenox is one example of a range tapping into the casual luxury demands of Millennials; fusing as it does a fine-dining, high-fashion look with gold banding alongside convenience and versatility – think microwave-friendly along with graduated shades and a variety of colourways.

“It’s the perfect dinnerware collection for someone who wants a beautiful, chic style for entertaining that also offers everyday care convenience,” says Sherri.

Luxury silversmiths Christofle, who are renowned for their fine dining designs, are also tapping into this key consumer group.

At the October New York Tabletop Market Christofle debuted its luxury casual Mood concept with the aim of “introducing Christofle to Millennials”.

Shaking up the classic codes of table setting, Mood is a streamlined, contemporary egg-shaped decorative object in mirror-polished steel with a walnut wood interior that holds a silver-plated service of flatware for six (24 pieces).



Nambe

6th floor

This year, in celebration of its 65th Anniversary, Nambé will introduce a commemorative serveware collection designed by Karim Rashid. Rashid has been designing for Nambé for almost 30 years. Additionally, Nambé will debut a new concrete collection that blends concrete and the brand's signature Alloy; it will include serveware and barware items. Casual glassware is a category that is poised for growth and Nambé will be introducing a comprehensive glassware collection spanning bowls, serveware and giftware items this April. They will also introduce a new barware series to complement the giftware range; and for Christmas, they will expand the Miniature Nativity to include Three Wise Men, a Mini Angel, Shepherd and Lamb, and will introduce two-toned silver and gold ornaments including Merry, Joy, Our First Christmas Together and some giftware items including a Snowman Cheese Board with Top Hat Spreader.

www.nambe.com



Herend

10th floor

Debuting in the Herend showroom will be numerous additions to the Reserve Collection. Making its US debut is the Pair of Finches figurine, the female finch painted in a combination of fishnet colours, greys and oranges, and the male in corals and pinks. There are three new figurines combining the best of two Herend traditions, natural-style painting and fishnet – the giraffe, tiger and zebra figurines feature heads painted in a natural-style, the bodies are painted in Herend's signature fishnet style. Commemorative bridal Mr and Mrs coasters in porcelain will also launch.

www.herend.com

Villeroy & Boch

18th floor

Innovative food concepts, premium gift ideas and classic tabletop series will be introduced this market. Not only is Villeroy & Boch showcasing extensions to the successful BBQ and Pasta Passion lines launched last year, but will unveil brand-new concept Pizza Passion. New in tabletop is the Casale Blu décor (pictured) presented on the award-winning Artesano Original shape, a design with Mediterranean flair; and Golden Oasis, a unique décor with white relief and real gold plating on premium bone porcelain. Gift-wise, the special gift article collections Rose Cottage and Little Gallery have been extended with new decors; while for Christmas, Villeroy & Boch will present its extensive line of holiday décor items, dinnerware and baking tools including new articles and decors to Classic Christmas, Winter Collage 2016 and Winter Bakery 2016.

www.villeroy-boch.com



Fuerstenberg

9th floor

Embodying the essence of modern dining culture, Fuerstenberg will present new tableware service Omnia, a super-versatile collection of just four pieces – dinner plate, side dish, bowl, cup – that is designed to fit any culinary eventuality. The stackable pieces feature a matte, organic and rough exterior and a smooth interior. In addition to pure white, Omnia comes in various colours including anthracite, light brown, bronze and dark brown, as well as the option for Omnia Ritual, anthracite-coloured pieces with hand-applied 24k gold plating. The fine porcelain pieces are thin-walled yet double-walled meaning the handle-less cup and bowl can be held without the burning of fingers.

www.fuerstenberg-porzellan.com

Vista Alegre

9th floor

Vista Alegre will showcase its new porcelain and crystal collections for 2016, pieces that combine classic inspiration with design trends. In some new collections themes and shapes are reinvented like Olhar o Brasil by Chicô Gouveia and Love Who You Want in collaboration with Christian Lacroix Maison; in others, the highlight goes to the aesthetic elements from different cultures like Fiji, Izmir and Zahara. They will also present Blue Ming, a collaboration with award-winning designer Marcel Wanders, a versatile collection of symmetrical pieces with sculptural elements that reinvents the century-old tradition of Delft porcelain, Blue Delft. Finally, Bordallo Pinheiro will showcase Rua Nova, a tableware set that highlights one of the most recognised symbols and objects of Bordallo Pinheiro – the tiles – via a contemporary approach.

www.vistaalegre.com

