



FÜRSTENBERG
1747

The TOUCHÉ cup series

Relief buffalo completes TOUCHÉ ZODIAQUE collection

Fürstenberg, 2019 – With TOUCHÉ and the additional reliefs LA MER and ZODIAQUE, FÜRSTENBERG once again demonstrates that technical precision and sophisticated design are inextricably linked to one another in the world of modern porcelain manufacture. For 2021 – the year of the buffalo – FÜRSTENBERG presents a new ZODIAQUE cup with the relief of the strong character and tradition-conscious sign of the zodiac.

TOUCHÉ: Aesthetic for purists

The TOUCHÉ series consists of three different cup shapes: a small cup for espresso, a large cup for coffee or cocktails, and a mug for tea and hot chocolate. The series is further enhanced by matching white saucers and a breakfast plate. Made of razor-thin manufacturer's porcelain, the handleless cups feature a particularly smooth feel and a special thermal effect from the double-wall design. Hot and cold beverages become an experience of aroma, taste and feel – a feast for all senses. The masterful refinement is truly characteristic of FÜRSTENBERG: with a wall thickness of just 1.2 to 1.5 millimeters, the mug weighs about half of what a regular coffee cup weighs. The delicate material lends the items a virtually "weightless" sensation. All TOUCHÉ cups have a high-gloss glazing on the inside and a matt polished finish on the outside that is sealed and resistant against discolouration.

The cup series TOUCHÉ received the red dot award: product design in 2012 and the German Design Award 2014 – Special Mention.

TOUCHÉ ZODIAQUE: Reliefs depicting Chinese zodiac signs as gifts and collector items

With its ZODIAQUE line, FÜRSTENBERG adds a new mug to the TOUCHÉ series every year with the relief of a traditional sign of the zodiac. Inspired by the Chinese zodiac, the special edition is adorned by the motifs dragon (2012), snake (2013), horse (2014), sheep (2015), monkey (2016), rooster (2017), dog (2018), pig (2019) and rat (2020). With the relief of a buffalo, FÜRSTENBERG now adds the zodiac sign of the year 2021 to the series. The buffalo stands for reliability, strength and sincerity. Those born in the year of the buffalo appreciate tradition and quality. But it is not only in the Year of the Buffalo that those born will love the finesse and refinement of the TOUCHÉ ZODIAQUE cups. ZODIAQUE designs are crafted by different artists and transferred onto the cups, true to the exact artwork, with great care by the porcelain makers in the studio at Fürstenberg.

TOUCHÉ · LA MER: Immerse yourself and enjoy with all your senses

With TOUCHÉ LA MER Porzellanmanufaktur FÜRSTENBERG whisks you away to the depths of the ocean. Schools of fish swim between the waves, pufferfish and octopus enchant with their bizarre beauty and crayfish and sea urchins bustle about. The highly detailed reliefs boasting various creatures



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of the deep-blue sea on a mat outer finish of the series' filigree cups are a joy for the eyes to behold – and for the fingers, every time they touch this unique porcelain. The cup bears the pufferfish or a crayfish. The mugs are available with the reliefs waves or school of fish. The bowl is embraced by a beautiful octopus and offers up the perfect shape for the round sea urchin. The high-gloss glaze on the inside, with its restrained celadon colour turns the underwater illusion into perfection.

FÜRSTENBERG

A modern, traditional company: facts & figures

- Foundation: 1747 by Duke Carl I of Braunschweig at the Fürstenberg hunting lodge
- Trademark: the crowned blue "F", which internationally stands for sophisticated porcelain art "Made in Germany"
- Company headquarters and production sites: Castle Fürstenberg in Lower Saxony, currently with 98 employees
- Managing Director: Stephanie Saalfeld
- For end customers: via specialist retailers, the FÜRSTENBERG online shop and in the Manufactory Store in Fürstenberg
- Project customers: equipping of luxury hotels and upscale restaurants in Germany and around the world
- 2018 turnover: a total of 5 million euros
- National market: accounts for around 60 per cent of turnover
- International market: accounts for around 40 per cent of turnover
- FÜRSTENBERG as an excursion destination: the castle complex with the Manufactory Store and museum, which was re-opened in 2017 after a comprehensive restoration

For more information on FÜRSTENBERG visit fuerstenberg-porzellan.com.
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