



Press Release
Spring 2015

A new agenda for the spring table



With last year's arrival of the Black Fluted and Blue Fluted series, Royal Copenhagen set a new agenda for the contemporary table. The sombre and heavy feeling often associated with dark colours in décor was replaced by a sophisticated and atmospheric idiom. And the popularity of the refreshing darker look is making a statement in table settings this spring. The black and blue universe is now being expanded to include a beautiful little bowl that complements the other pieces in the series and transforms breakfast and "the snack" into a trendy serving statement.

Since 1775, Royal Copenhagen has been synonymous with its signature design of blue abstract floral motifs hand-painted on a glossy white underglaze, now known as Blue Fluted Plain. In 2014, the brand challenged tradition and revealed a new, darker side to its range of products with the Black Fluted and Blue Fluted collections – two modern, minimalist tableware series that deviate in both colour and finish. At the heart of the Black Fluted and Blue Fluted collections is the contrast between the matte finish on the outside and the glossy glaze on the inside which gives each piece a distinctive look and anchors the porcelain design in a special universe that is at once both raw and refined. This duality has quickly gained the Black Fluted and Blue Fluted series a large fan base, and now they will have even more pieces to play with when laying the table as both series are being supplemented with a serving bowl. The bowl complements the existing pieces, adding an energy boost, especially to the breakfast table, where ice-cold milk meets cornflakes and rolled oats within the confines of the intense dark colour and the simple beauty of yoghurt with fruit and honey is appetisingly highlighted to best effect by the glossy glaze.

Use the bowl on the brunch table alongside the beautiful egg cups, Japanese-inspired teapot and lunch plates in the series to create a New Nordic breakfast universe. Naturally, the new bowls can be used 24-7 for serving everything from snacks to fruit, while their size also makes them ideal for serving individual portions, such as risotto and soup.

Black Fluted and Blue Fluted are a contemporary porcelain design adapted for use in daily life with few, but well-chosen pieces. The matte glaze on the outside of the pieces also adds a new dimension to Royal Copenhagen's Mix & Match concept, in which pieces from the brand's many patterns, colours and now also finishes can be mixed and matched to your heart's content. Black Fluted and Blue Fluted can, of course, also be used on their own to achieve a monochromatic, minimalist table setting in an almost masculine style.

The Black Fluted and Blue Fluted bowl (Ø: 15 cm) has a recommended retail price of EUR 249.

Where to buy Royal Copenhagen



Royal Copenhagen A/S · Smedeland 46 · 2600 Glostrup · Denmark
Phone: (+45) 38 14 48 48 · VAT no. DK26573572
www.royalcopenhagen.com



Royal Copenhagen Dinnerware is available in leading homeware stores all over Denmark, as well as in the Royal Copenhagen online shop at www.royalcopenhagen.com.

For the dealer nearest you, please call tel.: +45 3814 4848.

For further information, photos, press samples etc., please contact:

Rikke Smidth-Fibiger, Marketing Manager, Royal Copenhagen, Tel. +45 3814 4814. Mobile: +45 2220 7059 and at e-mail: rikke.smidth-fibiger@royalcopenhagen.com



ROYAL COPENHAGEN
PURVEYOR TO HER MAJESTY THE QUEEN OF DENMARK

Royal Copenhagen A/S · Smedeland 46 · 2600 Glostrup · Denmark

Phone: (+45) 38 14 48 48 · VAT no. DK26573572

www.royalcopenhagen.com