



Press Release  
Spring 2015

## A floral anniversary celebration this Easter



Floral motifs have always been a part of Royal Copenhagen's universe. From the stylised chrysanthemum in the iconic Blue Fluted pattern to the floral representations in the Flora Danica, Flora and Royal Copenhagen Easter collections. In 2015, the popular Easter collection is celebrating its 10th anniversary with the launch of an ample *bonbonnière* designed especially for the occasion. The motifs for this year's collection come, as always, from the flora and fauna that are currently trending in the world of home décor.

The language of flowers has been part of our mode of communication for centuries. In winter, cushions and porcelain featuring flower motifs add a touch of summer warmth. And at the first glimpse of the sun after winter, we hasten to welcome the bright days of spring to our homes with fresh flowers and *objets d'art*. Since 2005, Royal Copenhagen's Easter collection has been a herald of spring for all fans of classic porcelain objects with a modern twist. The collection comprises decorative eggs and multifunctional covered dishes for use on the table and around the home. In celebration of the 10th anniversary of the Easter collection, Royal Copenhagen is launching a *bonbonnière* in a special new design adorned with beautiful spring tulips.

### The *bonbonnière* – a home décor must-have

The *bonbonnière* is here, there and everywhere at the moment. Useful for serving, storage and decoration, its simple aesthetic and wonderful functionality make the *bonbonnière* the ultimate lifestyle object. Over the years, the egg-shaped *bonbonnière* – upright or lying on its side – has been among the most popular products in the Royal Copenhagen Easter universe, and in 2015 an even larger *bonbonnière* design is being added to the collection.



The anniversary *bonbonnière* measures 16 cm and is decorated with pink tulips in bud and bloom intertwined with tender sprays of birch that twist decoratively around the porcelain. With its ample size, the *bonbonnière* is perfect for cut flowers and fresh branches, but equally lovely as an exquisite container for displaying smaller plants and elegant orchids, for serving snacks and chocolates – or simply for decoration.

### **Eggciting newcomer with many roles**

Royal Copenhagen's Easter collection has always been both decorative and functional, and this year's new addition is no exception. The motif for the classic Easter egg in 2015 is inspired by the bushes in the fruit garden, where the branches are heavy with sun-ripened raspberries and blackberries, while the veronica and pansies attract beautiful butterflies with their delightful scents.

The eggs can be placed in bowls or hung up to make a decorative and poetic statement anywhere in the home. The porcelain eggs also make a lovely alternative to the classic chocolate Easter egg as a gift for yourself or your hostess.

The *bonbonnière* is naturally also part of this year's Easter collection and comes, as always, in two different designs. A wild rose pattern makes the recumbent *bonbonnière* a sensual floral experience when the lid is lifted to reveal chocolate eggs and sweets. The *bonbonnière* works just as prettily as "eye candy" to decoratively store jewellery, trinkets and other valuables on your bedside table.

This year's upright *bonbonnière* features pale pink tulips, just like her big sister, the anniversary *bonbonnière*. The fresh blossoms and spring green leaves wrap around the *bonbonnière* from top to bottom, making it a decorative alternative to the traditional serving dish. On the brunch table or at Easter luncheon, this dish beautifully serves everything from Greek yoghurt with homemade granola to scrambled eggs and salmon rillettes.

### **Prices**

- Anniversary *bonbonnière* with tulips: EUR 69 (RRP)
- Small *bonbonnière* with tulips: EUR 46,90 (RRP)
- Small *bonbonnière* with wild roses: EUR 46,90 (RRP)
- Goose egg with pansies: EUR 39,90 (RRP)
- Classic Easter eggs, featuring pale pink butterflies, blue butterflies, veronica, pansies, blackberries and raspberries: EUR 19,90 for one egg (RRP)

### **Where to buy Royal Copenhagen**

Royal Copenhagen's Easter collection is available in leading homeware stores all over Denmark, in the Illum, Illums Bolighus and Magasin department stores and in the Royal Copenhagen flagship store in the heart of the pedestrian shopping district in Copenhagen, as well as in the Royal Copenhagen webshop at [www.royalcopenhagen.com](http://www.royalcopenhagen.com).

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

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

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