



Press Release
Spring 2015

Even more Elements



The *Multicoloured Elements*, *White Elements* and *Blue Elements* patterns represent Royal Copenhagen's young and ultra-modern interpretation of the brand's characteristic Mix & Match concept. The individual "elements" work beautifully within their own series, but are even more impressive when used in combination with the other Royal Copenhagen patterns. This is especially true with the addition of a new dinner plate in a dark grey pattern, which will make a striking statement on any table accompanied by side dishes and savouries served on an updated small plate.

The dinner plate is the foundation of any table setting. The decorative plate sets an inviting tone for delicious evening meals as well as festive occasions and can be easily supplemented with bowls and platters from other patterns without the table looking cluttered. For this reason, the dinner plate is often the place most people begin their porcelain collection, and this spring there is great news for all fans of classic porcelain adapted to a contemporary lifestyle. Louise Campbell's popular Multicoloured Elements pattern is being augmented with a lovely dinner plate with a striking dark grey pattern. This reinterpretation of the classic Blue Fluted pattern elegantly spreads across the white eating surface, inscribing itself indelibly into today's colour trend where grey is used as an attractive alternative to the established non-colours of white and black. The new dinner plate can be used as a supplement to the other colourful pieces in the Multicoloured Elements series as well as to add a dab of colour to Royal Copenhagen's white series – White Elements and White Fluted.

All on one little plate

The small plate is a classic little serving dish which has made a comeback on the contemporary dining table. Its multiplicity of uses makes the transition from individual plate to serving dish seamlessly. Part of its success can undoubtedly also be ascribed to the contemporary food culture, which embraces the culinary traditions of tapas and sushi, with their focus on many decorative bite-sized servings. This spring's new small plate in White Elements and Blue Elements is bound to bring a boost in creative freedom, both in table settings and culinary exploits. The new small plate has a distinct shape which matches the other pieces in the Elements series, with soft lines that make a perfect backdrop for everything from wasabi peas, edamame beans and seaweed salad to olives, manchego and chorizo, not to mention the sweet denouement of the meal where chocolates and petit fours are served in style.

The Multicoloured Elements dinner plate (Ø: 27 cm) has a recommended retail price of EUR 649.



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The White Elements small plate (L: 19 cm) has a recommended retail price of EUR 299.

The Blue Elements small plate (L: 19 cm) has a recommended retail price of EUR 649.

Where to buy Royal Copenhagen

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:

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