



Villeroy & Boch
1748

AUDUN MAISON

— *Collection* —

25
YEARS
AUDUN



Content Playbook

Collection Name: AUDUN MAISON



KEY Collection USPs

1. Limited-edition collection
2. Premium porcelain made in Germany
3. Dishwasher-safe, non-porous, and hygienic
4. Matches with original Audun and Manufacture Rock collections

Collection Name: AUDUN MAISON



Headline

Celebrating the 25th Anniversary of Timeless Audun Collection

Subline

A Limited-edition Dinner Collection Celebrating the Birthplace of Villeroy & Boch With Historic Patterns & Architecture

Short Description

Audun Maison is a limited-edition collection that celebrates the 25th anniversary of the original Audun collection and the 275th anniversary of Villeroy & Boch. The collection's decor includes historic copperplates of the architecture of the Old Abbey (the headquarters of Villeroy & Boch) to the Old Tower in Mettlach, Germany, combined with the classic Audun colors-- a warm yellow, a rich coal, and white. Each items in the collection features elements from the famous Mettlach tiles.

Long Description

Audun Maison is a limited-edition collection that celebrates the 25th anniversary of the original Audun collection and the 275th anniversary of Villeroy & Boch. Named after the birthplace of company, the collection's name comes from Audun-le-Tiche, a tiny town in the Lorraine Provence of France where Francois Boch and his three sons set up their first pottery in 1748.

Like the original Audun collection, Audun Maison features the same beloved white, coal, and yellow color palette, updated with brand-new designs for this limited-edition collection. The collection consists of five pieces: a salad plate, dinner plate, mug, rice bowl, and pasta bowl.

From the Old Abbey to the Old Tower and Saareck Castle, along with the pattern of the Mettlach tiles and top-quality premium porcelain made in Germany, the Audun Maison collection transports us to Mettlach, to the headquarters of Villeroy & Boch.

As the oldest preserved sacred structure in Saarland, the Old Tower along with Saareck Castle (Villeroy & Boch's guesthouse) and the Old Abbey (the company's headquarters) are among the most distinctive buildings in this Saarland town.

It coordinates perfectly with the patterns in the existing Audun collection: Chasse, Ferme, Fleur, and Promenade. The original Audun collection design was produced in 1830 and later updated with the addition of the yellow in 1998. It features intricate landscapes portrayed in a coal copperplate style inspired by the drawings created over 200 years ago by family member, Eugene Boch.

Add an even more modern touch by mixing and matching pieces from the Audun Maison collection with the Manufacture Rock collection of dinnerware, flatware, glassware, and home decor, with the slate-like matte black emphasizing the yellow in Audun.

PRODUCT RANGE SPECIFICATIONS: AUDUN MAISON



Dinner Plate
1010842610

Size	10.5x10.5x.75 in.
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Salad Plate
1010842640

Size	8.5x8.5x.75 in.
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Rice Bowl
1010841900

Size	5.5x5x5x3 in.
Capacity	22 oz.



Individual Pasta Bowl
1010843381

Size	9.5x9.5x2 in.
Capacity	40.5 oz.

PRODUCT RANGE SPECIFICATIONS: AUDUN MAISON



Mug
1010849651

Size	4.25x3x3.5 in.
Capacity	10 oz.

IMAGES FOR HOMEPAGE & AMAZON A+ BANNERS



Sharepoint with Audun Maison Images:

https://villeroyboch-my.sharepoint.com/:f:/g/personal/rogulska_victoria_villeroy-boch_com/Ei0sJl7cmm1OkxyWJNRN1OcBgPcXplXIdo8Wb02dNku6wQ?e=fOoA5N