

# MANUFACTURE ROCK HOME *Collection*



*Content Playbook*



# Collection Name: Manufacture Rock Home



## KEY Collection USPs

- 1.Home decor with trendy matte textures
- 2.Premium porcelain in matte black with a slate-like texture
- 3.Hurricane lamps and a candleholder
- 4.Stackable candleholders to achieve the perfect height
- 5.High-quality borosilicate glass

## Headline

Exquisite Décor Accents, Inspired by Nature

## Subline

Textured Home Décor Statement Pieces From the Iconic Manufacture Rock Collection

## Short Description

Nature-inspired décor objects intended to enrich everyday living at home. The Manufacture Rock Home collection carries through matte black surfaces and slate-like texture to eye-catching décor accents for any space. It enhances the minimalist and modern look and includes hurricane lamps of various sizes, along with stackable candleholders that are perfect as gifts for special occasions.

## Long Description

Nature-inspired décor objects intended to enrich everyday living at home. The Manufacture Rock Home collection features the same nature-inspired, slate-like texture and matte black finish as the Manufacture Rock tableware collection.

The collection includes hurricane lamps in various sizes and stackable candleholders that create a fascinating interplay of light and shadow. The flickering candlelight on the matte black bases helps to emphasize their slate-like texture.

The hurricane lamps are made of high-quality glass atop matte black, textured bases that add the perfect minimalist accent to your home or table. The Manufacture Rock Home collection adds beautiful decorative touches, while also creating a cozy atmosphere with their warm glow. Transform your home into a snug and inviting haven with the Manufacture Rock Home collection.

PRODUCT RANGE SPECIFICATIONS: Manufacture Rock Home



Candleholder (stackable)  
1042893950

|          |               |
|----------|---------------|
| Size     | 3 x 3 x 5 in. |
| Capacity | N/A           |



Hurricane Lamp Small  
1042898373

|          |               |
|----------|---------------|
| Size     | 5 x 3 x 5 in. |
| Capacity | 15.25 oz.     |



Hurricane Lamp Medium  
1042898374

|          |                        |
|----------|------------------------|
| Size     | 7.75 x 4.75 x 7.75 in. |
| Capacity | 52.75 oz.              |



Hurricane Lamp Large  
1042898375

|          |                 |
|----------|-----------------|
| Size     | 10 x 6 x 10 in. |
| Capacity | 121.25 oz.      |





Villeroy & Boch  
1748

# MANUFACTURE COLLIER (line extension)

— *Collection* —



*Content Playbook*

# Collection Name: Manufacture Collier



## KEY Collection USPs

1. Candles with trendy matte surfaces
2. Available in matte black (noir) and matte white (blanc)
3. Votives can be reused (as cups, storage, etc.) once wax has burned down
4. Premium porcelain made in Germany
5. Four scents:
  - Perle Adventure - Top notes of green apple, plum, and pepper, floral and nutmeg heart notes, and base notes of patchouli, frankincense, musk, and wood.
  - Carre Passion - Top notes of apple, heart notes of peony and jasmine, and base notes of dark woods, amber, and leather.
  - Perle Sparkle - Top notes of pomegranate, white grape, and nectarine, wild rose heart notes, and base notes of pink powder, musk, and patchouli.
  - Carre Mystery - Floral top notes, heart notes of jasmine, rosewood, and lilly of the valley, and base notes of musk and patchouli.

## Headline

Matte, Textured Designs & Carefully-selected Fragrances

## Subline

Create a Divine Atmosphere In Your Home With Manufacture Collier

## Short Description

Creating an ambient atmosphere in your home goes far beyond the decor that you choose. Carefully-selected fragrances help to cultivate that atmosphere even further. Now, with the Manufacture Collier collection, you can add multi-functional, minimalist decor touches with inviting fragrances to your home's overall aesthetic. This extension of the existing Manufacture Collier collection includes four candles, each with a distinct scent and the collection's iconic slate-like, matte texture. Best of all, once the wax burns down, the votives can be reused as cups, storage, and more!

## Long Description

Transform your house into an inviting haven with help from the Manufacture Collier candles. Creating a relaxing atmosphere in your home goes beyond choosing the right decor; carefully-selected fragrances add the perfect finishing touch. The candles from the Manufacture Collier collection

feature the same distinctive, slate-like matte surfaces as the other pieces in the Manufacture Collier collection. Like the vases and serving pieces, the candle votives feature the same diamond-like and dotted designs in matte black and matte white finishes. The collection includes four enchanting scents to choose from; the first two are available in the Manufacture Collier Blanc votives, while the second two are available in the Manufacture Collier Noir votives. Perle Sparkle is a cheerful and sparkling composition of pomegranate, white grape, and nectarine with a breeze of wild roses; additional notes of pink powder, patchouli, and white musk round out this wonderful sparkling blend. Carre Mystery delivers a particularly luxurious floral bouquet; precious notes of rose, jasmine, and lilly of the valley combine with musk and patchouli to create a mysteriously enchanting fragrance. Perle Adventure is full of energy and power; it delivers a fruity and tart composition with aromatic hints of spice that's rounded off with a woody element. Carre Passion is a delicate floral fragrance that's enriched by the scent of a freshly-picked apple in its top note; delicate blossoms of peony and jasmine are the heart notes of this scent, while the base consists of dark woods, golden amber, and refined leather notes. Once the wax burns down, the votives can be reused as cups, storage, and more!



**PRODUCT RANGE SPECIFICATIONS: Manufacture Collier Noir**



**Fragrance Candle Perle Adventure**  
1016827890

|          |                       |
|----------|-----------------------|
| Size     | 3.25 x 3.25 x 3.5 in. |
| Capacity | 9.5 oz.               |



**Fragrance Candle Carre Passion**  
1016827891

|          |                       |
|----------|-----------------------|
| Size     | 3.25 x 3.25 x 3.5 in. |
| Capacity | 9.5 oz.               |

**PRODUCT RANGE SPECIFICATIONS: Manufacture Collier Blanc**



**Fragrance Candle Perle Sparkle**  
1016817890

|          |                       |
|----------|-----------------------|
| Size     | 3.25 x 3.25 x 3.5 in. |
| Capacity | 9.5 oz.               |



**Fragrance Candle Carre Mystery**  
1016817891

|          |                       |
|----------|-----------------------|
| Size     | 3.25 x 3.25 x 3.5 in. |
| Capacity | 9.5 oz.               |