

NEWMOON

BEIGE

— *Collection* —



Content Playbook

Collection Name: **NEWMOON BEIGE**



KEY Collection USPs

1. On-trend beige color
2. Design inspired by the moon
3. Matte finish
4. Asymmetrical crescent shape along the rims of the dinnerware
5. Premium porcelain made in Germany
6. Dishwasher- and microwave-safe

Headline

Inspired By the Moon, Now In On-Trend Beige

Subline

Striking, Asymmetrical Crescent Shape

Short Description

The popular NewMoon dinnerware collection is now available in on-trend Beige! NewMoon Beige features a matte finishes that mixes and matches perfectly with the crisp, glossy white of the original NewMoon collection. Endless styling possibilities--all inspired by the phases of the moon.

Long Description

Building off the popularity of the NewMoon dinnerware collection, NewMoon Beige offers an on-trend beige colorway in a matte finish. Like the original NewMoon collection, NewMoon Beige features the iconic, asymmetrical crescent shape along the edges of the dinnerware. It's design, inspired by the moon, is striking and the new beige tone adds a calming nuance to the table.

The matte finish of NewMoon Beige harmonizes perfectly with the crisp, glossy white premium porcelain of the original NewMoon collection--offering endless mix and match possibilities. NewMoon Beige dinnerware is both dishwasher- and microwave-safe.

The NewMoon Beige collection coordinates flawlessly with the ergonomically-design NewMoon stainless steel flatware and the spill-proof, bevelled glassware. Mix and match this trendy, celestial collection with La Boule Pure Beige, pieces from the Manufacture Collier collection, and more!

PRODUCT RANGE SPECIFICATIONS: NEWMOON BEIGE



Oversized Dinner Plate
1042912601

Size	11.5 x 11.5x 1 in.
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Dinner Plate
1042912620

Size	10.5 x 10.5 x 1 in.
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Salad Plate
1042912640

Size	9 x 9 x 1 in.
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Bread & Butter Plate
1042912660

Size	6.25 x 6.25 x .75 in.
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Gourmet / Dinner Bowl
1042912700

Size	11.5 x 11.5 x 1.75 in.
Capacity	26.25 oz.



Pasta / Soup Bowl
1042912701

Size	9.75 x 9.75 x 1.5 in.
Capacity	10.75 oz.



Large Round Tray
1042912990

Size	14.5 x 14.5 x 1.25 in.
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IMAGES



MIX AND MATCH INSPIRATION

Manufacture Rock Collection



NewMoon Collection

