



Villeroy & Boch  
1748

# ROSE GARDEN

— *Collection* —

*Content Playbook*



## ABOUT VILLEROY & BOCH:



# Villeroy & Boch

## *Brand Story*

Villeroy & Boch believes that there's so much more to entertaining; the dinner table is a gathering place to spend quality time with loved ones and create memories that'll last a lifetime. As an international dining & lifestyle brand and world-leader in ceramics since 1748, Villeroy & Boch is driven by the passion to set standards, to inspire, and to shape people's lives with innovative and stylish products. Whether for everyday living or special occasions, make the ordinary extraordinary with high-quality tableware and home décor from Villeroy & Boch.



# Collection Name: Rose Garden / Rose Garden Home



## KEY Collection USPs

1. Full lifestyle collection-Watercolor floral in-glaze design
2. Microwave- and dishwasher-safe
3. Premium porcelain, made in Germany
4. High-quality lead-free crystal glassware
5. Rust-proof, high-quality stainless steel flatware (18/10 standard)

## Dinnerware USPs

1. Premium porcelain made in Germany
2. Two-tone pieces in crisp white and soft pink
3. Same shapes as the popular For Me collection
4. In-glaze watercolor rose design
5. Dishwasher- and microwave-safe

## Glassware USPs

1. High-quality, lead-free crystal glassware made in Germany
2. Dishwasher-safe
3. Optic rosebud design

## Flatware USPs

1. Stainless steel made in Germany
2. 18% chrome and 10% nickel composition is above standard and makes it rust-proof and dishwasher-safe
3. Ergonomically-designed handles with plant-inspired decoration

## Home Decor USPs

1. Coordinating accessories and gifts including vases, tealights, hurricane lamps, and table linens
2. Table linens feature same watercolor floral design as the dinnerware
3. Hurricane lamps, tealights, and vases feature the same optical rosebud design as the glassware

“

*I'd rather have roses on the table than diamonds around my neck.*

- Emma Goldmann (1869-1940) American Publicist & Peace Activist

”

*Headline:* The Rose Garden Collection: Dazzling Watercolor Florals That Evoke Spring

*Subline:* Tableware and Home Decor Collection Inspired by Romantic Rose Gardens and Made in Germany

*Short Description:*

The Rose Garden collection: dazzling watercolor florals that evoke spring. Rose Garden is a comprehensive lifestyle collection featuring premium porcelain dinnerware, high-quality crystal glassware, 18/10 stainless steel flatware, table linens, and home decor made in Germany. The in-glaze watercolor floral design of the dinnerware is inspired by rose gardens of the English countryside and is both dishwasher- and microwave-safe. The high-quality crystal glassware design mimics closed rose bulbs; this same design carries through to the crystal glass table decor. The flatware make-up is above standard, featuring 18% chrome and 10% nickel which makes it rust-proof and dishwasher-safe. The Rose Garden collection is rounded out with table linens featuring the same floral watercolor design as the dinnerware.

*Long Description:*

Walks in the early spring light, when the first rays of sunlight hit fresh greenery and pastel rosebuds. The sun shines and warms our faces. The smell of flowers is in the air. The upcoming Rose Garden collection captures these feelings and moments. The collection's design is highlighted by different shades of soft pinks and reds and delicate rose blossoms. Rose Garden is the answer to the longing for romantic rose gardens.

The collection will include tableware, glassware, table linen, gifts and accessories. The dinnerware is based on the beautiful shape of the For Me collection. The glassware features a new design based on the successful shapes of the Purismo and La Divina collections and captures romance through delicate lines of décor that create a subtle yet extremely beautiful refraction of light in the glass.

Rose Garden Home will include vases, lanterns, and textiles. The vases feature the same soft curved lines as the glassware, creating a wonderful refraction of light. Add gorgeous watercolor florals to your home with Rose Garden.

*SEO Keywords:*

Rose garden, dinnerware, floral dinnerware, flower dinnerware, pink dinnerware, microwave safe dinnerware, dishwasher safe dinnerware, vases, table decor, drinking glasses, water glass, wine glass, white wine glass, red wine glass, wine glasses, cocktail glass, plates, flatware, Spring decor, placemats, table runners, tea set, teacups, floral tea set

*Meta (Facebook & Instagram) Ad Copy:*

*Headline:*

The Rose Garden collection: dazzling watercolor florals that evoke spring

*Copy:*

Rose Garden is a comprehensive lifestyle collection featuring premium porcelain dinnerware, high-quality crystal glassware, rust-proof stainless steel flatware, table linens, and home decor made in Germany and inspired by the romantic rose gardens of the English countryside.



# PRODUCT RANGE SPECIFICATIONS: Rose Garden Dinnerware



**Dinner Plate Coupe**  
1042872621

Size	11.25 x 11.25 x 1.25 in.
------	--------------------------



**Dinner Plate Coupe Pink**  
1042872622

Size	11.25 x 11.25 x 1.25 in.
------	--------------------------



**Salad Plate Coupe**  
1042872651

Size	8.25 x 8.25 x 1 in.
------	---------------------



**Breakfast Cup**  
1042871240

Capacity	15.25 oz.
----------	-----------



**Breakfast Saucer Pink**  
1042871250

Size	7 in.
------	-------



**Breakfast Saucer White**  
1042871251

Size	7 in.
------	-------



**Mug**  
1042879651

Capacity	11.5 oz.
----------	----------



**Creamer**  
1042870780

Capacity	9.5 oz.
----------	---------

# PRODUCT RANGE SPECIFICATIONS: Rose Garden Dinnerware



Coffee Cup  
1042871300

Capacity	7.75 oz.
----------	----------



Coffee Saucer Pink  
1042871310

Size	5.5 in.
------	---------



Coffee Saucer White  
1042871311

Size	5.5 in.
------	---------



Espresso Cup  
1042871420

Capacity	3.25 oz.
----------	----------



Espresso Cup Saucer Pink  
1042871430

Size	4.75 in.
------	----------



Espresso Cup Saucer White  
1042871431

Size	4.75 in.
------	----------



Rice Bowl  
1042871900

Capacity	23.75 oz.
Size	5.25 in.



Buffet Plate Coupe  
1042872595

Size	12.5 x 12.5 x 1 in
------	--------------------



Individual Pasta Bowl  
1042873381

Capacity	37.25 oz.
Size	9.5 in.



# PRODUCT RANGE SPECIFICATIONS: Rose Garden Dinnerware



Covered Sugar  
1042870960

Capacity	10 oz.
----------	--------



12-Piece Dinner Set  
1042877053

includes:

- 4 x 1042872621 Rose Garden Flat Plate Coupe
- 4 x 1042872651 Rose Garden Salad Plate Coupe
- 4 x 1042873381 Rose Garden Pasta Plate



40-Piece Flatware Set  
1265579079

# PRODUCT RANGE SPECIFICATIONS: Rose Garden Glass



**Pitcher**  
1137250400

Capacity	50.75 oz.
Size	9 x 4.75 in.



**Red Wine, Set of 4**  
1137258110

Capacity	6.75 oz.
Size	9 x 3.75 in.



**White Wine, Set of 4**  
1137258120

Capacity	4.25 oz.
Size	8.5 x 3.25 in.



**Flute, Set of 4**  
1137258130

Capacity	4 oz.
Size	9.75 x 2.75 in.



**Water/Juice Tumbler, Set of 4**  
1137258140

Capacity	8.5 oz.
Size	3.75 x 3.25 in.



**Highball/Tumbler, Set of 4**  
1137258260

Capacity	10 oz.
Size	6 x 2.75 in.



# PRODUCT RANGE SPECIFICATIONS: Rose Garden Home



Vase  
1042885400

Capacity	48.25 oz.
Size	7.75 x 5 in.



Vase/Hurricane Lamp  
1042885401

Capacity	87.75 oz.
Size	6.75 x 7.5 in.



Vase Rose  
1042885410

Capacity	59.25 oz.
Size	7.75 x 5 in.



Vase/Hurricane Lamp Rose  
1042885411

Capacity	93 oz.
Size	6.75 x 7.5 in.



Tealight Holder  
1042885520

Capacity	19.25 oz.
Size	4.25 x 4.25 in.



Hurricane Lamp  
1042888380

Capacity	55.5 oz.
Size	6 x 6 in.



Placemat  
1042888300

Size	13.75 x 19.5 in.
------	------------------



Table Runner  
1042888390

Size	19.25 x 56.25 in.
------	-------------------

## Product Features:



### In-glaze Design

The watercolor floral design is a decal applied during the firing process of production. During firing, the decal sinks into the glaze and the final product is then covered with a protective glaze layer. The result is durable, chip-resistant premium porcelain with a beautiful design that doesn't lose its brightness.



### Coordinating Accessories & Gifts

Vases, tealight holders, and hurricane lamps feature same design as the glassware, vases are available in two sizes, hurricane lamp and tealight holder feature grey concrete bases, the table linens round out the romantic tablescape

### Rust-proof Stainless Steel Flatware

Durable, stainless steel flatware made from 18/10 high-quality, rust-proof chrome nickel steel that's dishwasher-safe.



### Ergonomically-Design Flatware Handles

The flatware's design is characterized by rounded, ergonomic contours. The handles feature a softly tapered ribbed design inspired by natural plant attributes, like leaf grain and bud structures.



## Product Features:



### High-quality Crystal Glassware

lead-free, delicate optical lines create a design that mimics closed blossoms  
creates refraction of light, sold in sets of 4  
perfect for gifting



# Mix & Match Suggestions:

*Manufacture Rock dinnerware, flatware. and glassware*



*it's my match powder dinnerware*



*NewMoon dinnerware, MetroChic d'Or flatware, and Purismo glassware*



*For Me dinnerware, Manufacture Collier vase, and MetroChic d'Or flatware*





# Key Assets: *Images*

