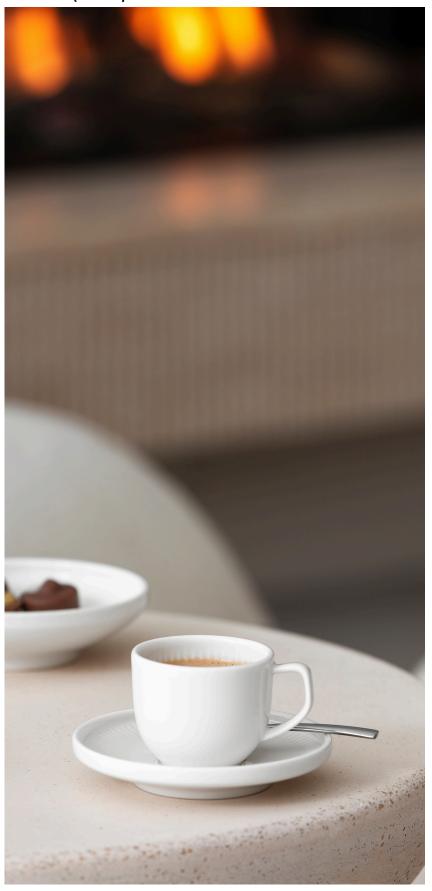


Collection Name: AFINA



USPs

- 1. Premium porcelain made in Germany
- 2. Design by Christian Haas
- 3. Dishwasher-safe and microwave-safe
- 4. Modern coupe shapes
- 5. "Floating" appearance created by the unique positioning of the base with an exciting shadow effect
- 6. Complete tableware collection for every occasion with 19 new items, including multifunctional mugs, plates, and bowls
- 7. Resistant to edge impacts, hard-wearing and shatterproof

HEADLINE

The Afina Collection: Stylish Finesse. Sophisticated durability.

SUBLINE

Designed for Chefs and At-home Dining

SHORT DESCRIPTION

Minimalism is more than a trend; it's a lifestyle. The brand new Afina collection captures this concept perfectly. Designed by Industrial Designer, Christian Haas, the Afina collection adds a relaxed touch of elegance to everyday life.

Afina's design sets it apart from other dinnerware collections. The sophisticated lines combine with a delicate relief on brilliant white premium porcelain; it's a perfectly example of understated design. The dinnerware's shape with its raised rim creates an exciting silhouette that shows the modern coupe shape in a completely new light. The unique positioning of the dinnerware's base creates a fascination shadow effect that makes the porcelain almost appear to float.

With the Afina collection, I wanted to create an object for a world that is becoming increasingly digital. Afina is a tactile experience with an exceptional design. The relief, the raised rim and the exciting flowing shape add a sensory experience to everyday life. At the same time, the exceptional shape of the plates, a completely new design, gives the porcelain a floating appearance.

Collection Name: AFINA

LONG DESCRIPTION

Minimalism is more than a trend; it's a lifestyle. The brand new Afina collection captures this concept perfectly. Designed by Industrial Designer, Christian Haas, the Afina collection adds a relaxed touch of elegance to everyday life.

Afina's design sets it apart from other dinnerware collections. The sophisticated lines combine with a delicate relief on brilliant white premium porcelain; it's a perfectly example of understated design. The concentric rays, on the outside or inside, on the top or bottom of the pieces, blend into the brilliant white porcelain background and are more perceptible to the touch than to the eye.

The dinnerware's shape with its raised rim creates an exciting silhouette that shows the modern coupe shape in a completely new light. The unique positioning of the dinnerware's base creates a fascination shadow effect that makes the porcelain almost appear to float.

"With the Afina collection, I wanted to create an object for a world that is becoming increasingly digital;" says Christian Haas, "Afina is a tactile experience with an exceptional design. The relief, the raised rim and the exciting flowing shape add a sensory experience to everyday life. At the same time, the exceptional shape of the plates, a completely new design, gives the porcelain a floating appearance."

Afina is not just a design innovation, the collection also calls for special production expertise. "The design poses a huge challenge in production and I am very happy that Villeroy Boch has succeeded in bringing my vision to life," says Christian Haas about the cooperation. The result is a complete collection for every occasion. Its timeless simple elegance makes Afina ideal for special occasions as well as for everyday luxury.





Teapot with Filter 1042930630

Size	6.75 x 4.5 x 3.5 in.
Capacity	17 oz.



Creamer 1042930780

Size	3.25 x 3 x 3.5 in.
Capacity	7.5 oz.



Covered Sugar Bowl 1042930960

Size	3.5 x 3.5 x 2.25 in.
Capacity	5.5 oz.



Cup Saucer 1042931250

Size	6.25 x 6.25 x 1 in.
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Stackable Cup 1042931271

Size	4 x 3.25 x 2.75 in.
Capacity	7.5 oz.



Coffee Cup 1042931300

Size	4 x 3.25 x 2.5 in.
Capacity	7.5 oz.



Coffee Cup Saucer 1042931310

Size	5.5 x 5.5 x 1 in.
Size	3.3 X 3.3 X 1 III.



Espresso Cup 1042931420

Size	3.25 x 2.5 x 2 in.
Capacity	3 oz.



Espresso Cup Saucer 1042931430

Size 4.	5 x 4.5 x .75 in.
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Stackable Espresso Cup 1042931451

Size	3 x 2.25 x 2.25 in.
Capacity	3 oz.



Stackable Espresso Cup Saucer 1042931460

Size	5 x 5 x 1 in.
Size	5 x 5 x 1 in.



Rice Bowl 1042931900

Size	6 x 6 x 2.75 in.
Capacity	25.25 oz.



Cream Soup Cup 1042932513

Size	6 x 4.25 x 2.5 in.
Capacity	11.75 oz.



Oversized Dinner Plate 1042932600



Dinner Plate 1042932620

Size	10.5 x 10.5 x 1.25 in.
Size	10.5 x 10.5 x 1.25 in



Buffet Plate 1042932630

Size 9.5 x 9.5 x 1 in.



Salad Plate 1042932640

Size 8.5 x 8.5 x 1 in.



Bread & Butter Plate 1042932660

Size 6.75 x 6.75 x 1 in.



Gourmet Plate 1042932680

Size 12.5 x 12.5 x 1.25 in.

Deep Coupe Plate 1042932700

Size	9.75 x 9.75 x 2.25 in.

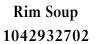
47.25 oz.

Capacity

Deep Coupe Plate 1042932701

Size	11.5 x 11.5 x 2 in.
Capacity	60.75 oz.







Rim Soup Wide Rim 1042932703



Salad Bowl 1042933160

Size	9.75 x 9.75 x 2.25 in.
Capacity	37 oz.

Size	11.5 x 11.5 x 2.25 in.
Capacity	54 oz.

Size	10.25 x 10.25 x 4 in.
Capacity	125 oz.



Salad Bowl 1042933170

Size	9.5 x 9.5 x 3.5 in.
Capacity	94.75 oz.

Salad Bowl 1042933180

Size	7.75 x 7.75 x 3 in.
Capacity	47.25 oz.



1042933570

Size	9 x 5 x 1 in.
SIZC	/ A J A I III.



Individual Bowl 1042933900



Dip Bowl 1042933932



Mug 1042939651

Size	5 x 5 x 1.25 in.
Capacity	7 oz.

Size	3.25 x 3.25 x 2.25 in.
Capacity	5.5 oz.

Size	4.25 x 3.25 x 4 in.
Capacity	12.5 oz.

Product Features: AFINA



Understatement in its most beautiful form, the Afina collection features delicate, tactile lines along the rims of the dinnerware. It's striking, yet minimalist.

The most striking aspect of Afina is its shape: the raised rim creates an exciting silhouette that shows the modern coupe shape in a completely new light.





The unique positioning of the base causes a fascinating shadow effect that makes the porcelain almost appear to float.