



Villeroy & Boch

1748

AFINA  
Collection

Content Playbook



# 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.*”

- Christian Haas, designer



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## 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.

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"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.



# Collection Specifications: AFINA



**Teapot with Filter**  
1042930630

<b>Size</b>	6.75 x 4.5 x 3.5 in.
<b>Capacity</b>	17 oz.



**Creamer**  
1042930780

<b>Size</b>	3.25 x 3 x 3.5 in.
<b>Capacity</b>	7.5 oz.



**Covered Sugar Bowl**  
1042930960

<b>Size</b>	3.5 x 3.5 x 2.25 in.
<b>Capacity</b>	5.5 oz.



**Cup Saucer**  
1042931250

<b>Size</b>	6.25 x 6.25 x 1 in.
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**Stackable Cup**  
1042931271

<b>Size</b>	4 x 3.25 x 2.75 in.
<b>Capacity</b>	7.5 oz.



**Coffee Cup**  
1042931300

<b>Size</b>	4 x 3.25 x 2.5 in.
<b>Capacity</b>	7.5 oz.



**Coffee Cup Saucer**  
1042931310

<b>Size</b>	5.5 x 5.5 x 1 in.
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**Espresso Cup**  
1042931420

<b>Size</b>	3.25 x 2.5 x 2 in.
<b>Capacity</b>	3 oz.



**Espresso Cup Saucer**  
1042931430

<b>Size</b>	4.5 x 4.5 x .75 in.
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# Collection Specifications: AFINA



**Stackable Espresso Cup**  
1042931451

<b>Size</b>	3 x 2.25 x 2.25 in.
<b>Capacity</b>	3 oz.



**Stackable Espresso Cup Saucer**  
1042931460

<b>Size</b>	5 x 5 x 1 in.
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**Rice Bowl**  
1042931900

<b>Size</b>	6 x 6 x 2.75 in.
<b>Capacity</b>	25.25 oz.



**Cream Soup Cup**  
1042932513

<b>Size</b>	6 x 4.25 x 2.5 in.
<b>Capacity</b>	11.75 oz.



**Oversized Dinner Plate**  
1042932600

<b>Size</b>	11.5 x 11.5 x 1.25 in.
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**Dinner Plate**  
1042932620

<b>Size</b>	10.5 x 10.5 x 1.25 in.
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# Collection Specifications: AFINA



**Buffet Plate**  
1042932630

<b>Size</b>	9.5 x 9.5 x 1 in.
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**Salad Plate**  
1042932640

<b>Size</b>	8.5 x 8.5 x 1 in.
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**Bread & Butter Plate**  
1042932660

<b>Size</b>	6.75 x 6.75 x 1 in.
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**Gourmet Plate**  
1042932680

<b>Size</b>	12.5 x 12.5 x 1.25 in.
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**Deep Coupe Plate**  
1042932700

<b>Size</b>	9.75 x 9.75 x 2.25 in.
<b>Capacity</b>	47.25 oz.



**Deep Coupe Plate**  
1042932701

<b>Size</b>	11.5 x 11.5 x 2 in.
<b>Capacity</b>	60.75 oz.



# Collection Specifications: AFINA



**Rim Soup**  
1042932702



**Rim Soup Wide Rim**  
1042932703



**Salad Bowl**  
1042933160

<b>Size</b>	9.75 x 9.75 x 2.25 in.
<b>Capacity</b>	37 oz.

<b>Size</b>	11.5 x 11.5 x 2.25 in.
<b>Capacity</b>	54 oz.

<b>Size</b>	10.25 x 10.25 x 4 in.
<b>Capacity</b>	125 oz.



**Salad Bowl**  
1042933170



**Salad Bowl**  
1042933180



**Universal Plate/Pickle Dish**  
1042933570

<b>Size</b>	9.5 x 9.5 x 3.5 in.
<b>Capacity</b>	94.75 oz.

<b>Size</b>	7.75 x 7.75 x 3 in.
<b>Capacity</b>	47.25 oz.

<b>Size</b>	9 x 5 x 1 in.
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# Collection Specifications: AFINA



**Individual Bowl**  
**1042933900**



**Dip Bowl**  
**1042933932**



**Mug**  
**1042939651**

<b>Size</b>	5 x 5 x 1.25 in.
<b>Capacity</b>	7 oz.

<b>Size</b>	3.25 x 3.25 x 2.25 in.
<b>Capacity</b>	5.5 oz.

<b>Size</b>	4.25 x 3.25 x 4 in.
<b>Capacity</b>	12.5 oz.



# Product Features: AFINA



FINE RELIEF

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.



COUPE SHAPE



FLOATING APPEARANCE

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