



CHÂTEAU  
SEPTFONTAINES  
— *Collection* —

*Content Playbook*

# Collection Name: CHÂTEAU SEPTFONTAINES



## USPs

1. Premium bone porcelain made in Germany
2. Professional-grade
3. Classic Art Déco design with a modern twist
4. 20-carat hand-polished gold details
5. Villeroy & Boch's "Inglaze Gold" technology
6. Villeroy & Boch Signature back stamp
7. Dishwasher-safe (delicate cycle recommended)

## HEADLINE

Château Septfontaines: Art Déco Design Dripping in Heritage & 20K Gold

## SUBLINE

Premium Bone Porcelain With Inglaze Gold Technology

## SHORT DESCRIPTION

Traditional and modern design combine to create the latest addition to our collection of Signature premium bone porcelain: Château Septfontaines. Inspired by the rich history of Villeroy & Boch, the luxurious Château Septfontaines collection features a dazzling Art Déco-inspired motif that includes a new, innovative technique that delivers exciting depth to the design.

Dripping in 20-carat gold, Château Septfontaines features the Villeroy & Boch proprietary Inglaze Gold Technology, which allows the hand-polished gold accents to withstand the dishwasher (delicate cycle recommended)--resulting in dazzling shine with durability.

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*Style is a way of saying who you are -- without having to speak.*

- Rachael Zoe, Fashion Designer

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# Collection Name: CHÂTEAU SEPTFONTAINES

## LONG DESCRIPTION

Château Septfontaines: an Art Déco-inspired premium bone porcelain tableware collection that's dripping in heritage and 20-carat gold accents. The Château Septfontaines collection is inspired by its namesake castle in Luxembourg, built between 1783 and 1784, by Jean-Francois and Pierre-Joseph Boch -- who had opened their nearby porcelain factory in 1767. It's an ode to the rich history of Villeroy & Boch.

The inspiration for this lux collection is taken from the company tile archives; classic style elements have been adapted with great love of detail and carried over to a modern, contemporary aesthetic in the Art Déco style.

The Château Septfontaines collection features a luxurious design with real, hand-polished 20 carat gold--adding a stylish and classy note to any dining occasion. The collection's tactile surface is striking--created with an innovative design technique that combines matte and glossy effects, giving the pattern fascinating depth. This elegant dinnerware collection combines traditional and modern styles.

The Art Deco-inspired rims of the dinnerware are accented by gorgeous hand-polished 20-carat gold featuring Inglaze Gold technology. This Villeroy & Boch proprietary technique allows the gold to sink deep into the glaze, making it dishwasher-safe (delicate cycle recommended). The gold is then polished by hand to give it brilliant shine.

Pair the Château Septfontaines collection with other Villeroy & Boch pieces for a stunning tablescape. Add even more glittering gold to the table with MetroChic d'Or flatware and Grand Royal Gold glassware. Or choose to add depth and height with the minimalist MetroChic glassware collection. Mix and match Château Septfontaines dinnerware with pieces from the MetroChic Blanc and MetroChic dinnerware collections for even more Art Déco touches.

Château Septfontaines adds lux style to your home--whether for everyday dining or special occasions. The serving pieces of the collection make it all-the-more enticing to host exclusive dinner parties, holidays, and more.



# Collection Specifications: CHÂTEAU SEPTFONTAINES



**Teapot**  
1046610460

<b>Size</b>	10.25 x 5.25 x 5.5 in.
<b>Capacity</b>	40.5 oz.



**Creamer**  
1046610780

<b>Size</b>	5 x 2.75 x 3.5 in.
<b>Capacity</b>	7.75 oz.



**Covered Sugar Bowl**  
1046610930

<b>Size</b>	5.5 x 3 x 3 in.
<b>Capacity</b>	6 oz.



**Coffee Cup**  
1046611300

<b>Size</b>	4 x 3 x 2.75 in.
<b>Capacity</b>	7.5 oz.



**Coffee Cup Saucer**  
1046611310

<b>Size</b>	6 x 6 x 1 in.
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**Soup Tureen**  
1046612360

<b>Size</b>	12 x 10.25 x 5.75 in.
<b>Capacity</b>	86.25 oz.

*Collection Specifications:* CHÂTEAU SEPTFONTAINES



**Espresso Cup**  
1046611420

<b>Size</b>	3 x 2.25 x 2.25 in.
<b>Capacity</b>	3.25 oz.



**Espresso Cup Saucer**  
1046611430

<b>Size</b>	5 x 5 x 1 in.
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**Oversized Dinner Plate**  
1046612600

<b>Size</b>	11.5 x 11.5 x .75 in.
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**Dinner Plate**  
1046612630

<b>Size</b>	10.75 x 10.75 x .75 in.
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**Mug**  
1046619651

<b>Size</b>	4.25 x 3 x 3.5 in.
<b>Capacity</b>	10 oz.

Collection Specifications: CHÂTEAU SEPTFONTAINES



**Luncheon Plate**  
1046612640

<b>Size</b>	9.5 x 9.5 x .75 in.
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**Salad Plate**  
1046612650

<b>Size</b>	8.75 x 8.75 x .5 in.
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**Bread & Butter Plate**  
1046612660

<b>Size</b>	6.5 x 6.5 x .5 in.
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**Rim Soup**  
1046612700

<b>Size</b>	9.5 x 9.5 x 1.25 in.
<b>Capacity</b>	16.25 oz.



**Fruit/Dip Bowl**  
1046615980

<b>Size</b>	2.75 x 2.75 x 1.75 in.
<b>Capacity</b>	1.75 oz.

*Collection Specifications:* CHÂTEAU SEPTFONTAINES



**Rim Soup 2**  
1046612701



**Rim Soup 3**  
1046612790

<b>Size</b>	11.5 x 11.5 x 1.75 in.
<b>Capacity</b>	28.75 oz.

<b>Size</b>	11.5 x 11.5 x 1.25 in.
<b>Capacity</b>	22.25 oz.



**Round Platter**  
1046612810

<b>Size</b>	13 x 13 x 1 in.
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**Oval Platter**  
1046612940

<b>Size</b>	16.25 x 11.25 x 1 in.
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Collection Specifications: CHÂTEAU SEPTFONTAINES



**Round Vegetable Bowl**  
1046613170

<b>Size</b>	9 x 9 x 3.5 in.
<b>Capacity</b>	76.75 oz.



**Gravy Boat**  
1046613407

<b>Size</b>	8 x 4 x 3.75 in.
<b>Capacity</b>	15.25 oz.



**Pickle Dish/Gravy Stand**  
1046613570

<b>Size</b>	8 x 5.75 x .75 in.
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**Rice Bowl Medium**  
1046613810

<b>Size</b>	5 x 5 x 2 in.
<b>Capacity</b>	14 oz.



**Rice Bowl**  
1046613901

<b>Size</b>	6 x 6 x 2.5 in.
<b>Capacity</b>	23 oz.



**Rice Bowl Small**  
1046613911

<b>Size</b>	4.25 x 4.25 x 1.75 in.
<b>Capacity</b>	8.5 oz.



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**5-Piece Place Setting**

1046617067

<b>Includes</b>	Dinner Plate, Salad Plate, Bread & Butter Plate, Coffee Cup, Coffee Cup Saucer
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# Product Features: CHÂTEAU SEPTFONTAINES



## 20-carat Inglaze Gold

Inglaze Gold Technology is a Villeroy & Boch proprietary technique that allows the gold to sink deep into the glaze, making it dishwasher-safe. The gold is then polished by hand to give it brilliant shine.

## Design Innovation

The design of Château Septfontaines includes clear structure and filigree contours – thanks to our innovative tactile decoration technique that gives the dinnerware a simultaneous matte and glossy look.



## A Homage to Heritage

At the end of the 18th century, the magnificent Château de Septfontaines castle was built by Pierre Joseph Boch. Château de Septfontaines was located in Luxembourg near the porcelain factory family members, Jean-Francois and Pierre-Joseph had opened in 1767.

The castle was destroyed during WWII, but lovingly restored to its former glory by Villeroy & Boch. Its this rich history that inspired this unique and elegant collection: Château Septfontaines.