



Villeroy & Boch

1748

CRAFTED COTTON

— *Collection* —



Content Playbook

Collection Name: CRAFTED COTTON



USPs

1. Premium porcelain
2. Handmade pottery look with reactive glaze
3. Dishwasher-safe and microwave-safe
4. Mix and match with other Crafted shades: Denim, Blueberry, and Breeze

HEADLINE

Crafted Cotton: Scandi & Boho, Perfectly Imperfect

SUBLINE

Strikingly Minimalist & Stream-lined Dinnerware In a Trendy, Mellow Hue

SHORT DESCRIPTION

Airy, light, dreamy: Crafted Cotton invites you to linger and relax—with a dash of boho Scandi style. Its handmade pottery look and rounded shapes are strikingly minimalist. The collection's reactive glaze makes each piece one-of-a-kind—celebrating perfect imperfection! In combination with the harmonizing shades of the full Crafted collection, Crafted Cotton creates a feeling of perfect relaxation and adds exciting highlights in mix & match effects with the blue shades of Breeze, Denim and Blueberry.

LONG DESCRIPTION

Crafted Cotton is the latest addition to the like. by Villeroy & Boch Crafted collection. Airy, light, and dreamy, Crafted Cotton invites you to linger and relax. Its handcrafted pottery look reflects the current trend for the pared-down boho look with Scandinavian influences that celebrate the perfection of imperfection and delivers rustic charm to the table. The Crafted Cotton collection places an emphasis on natural materials, rounded shapes, and mix and match potential.

The Crafted Cotton collection is strikingly minimalist and streamlined—creating a soothing effect with its clearly defined design. Thanks to its reactive glaze, no two pieces are alike, differing slightly in shade and texture, creating dinnerware that's truly eclectic and unique. The mellow, creamy hue of Crafted Cotton adds a perfect light contrast to the blue shades of the full Crafted collection: Denim, Blueberry, and Breeze.

Mix and match Crafted Cotton with the maritime blue-green hue of Breeze, the washed blue jeans look of Denim, and the delicate pastel-blue Blueberry. Perfect on their own as a full table setting or mixed and matched for an eclectic, boho look.

Collection Name: CRAFTED COTTON



Coffee Cup
19-5183-1300

| | |
|-----------------|-----------------------|
| Size | 4.75 x 3.75 x 2.5 in. |
| Capacity | 8.25 oz. |



Coffee Cup Saucer
19-5183-1310

| | |
|-------------|-----------------------|
| Size | 5.75 x 5.75 x .75 in. |
|-------------|-----------------------|



Rice Bowl
19-5183-1900

| | |
|-----------------|------------------------|
| Size | 6.25 x 6.25 x 2.25 in. |
| Capacity | 26.25 oz. |



Dinner Plate
19-5183-2610

| | |
|-------------|-----------------------|
| Size | 10.25 x 10.25 x 1 in. |
|-------------|-----------------------|



Salad Plate
19-5183-2640

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



Individual Pasta Bowl
19-5183-2700

| | |
|-----------------|---------------------|
| Size | 8.5 x 8.5 x 1.5 in. |
| Capacity | 27.75 oz. |

Collection Name: CRAFTED COTTON



Mug
19-5183-9651

| | |
|-----------------|--------------------|
| Size | 4.75 x 3.5 x 4 in. |
| Capacity | 12 oz. |