



Villeroy & Boch

1748

LA BOULE MIAMI

Content Playbook



Collection Name: LA BOULE MIAMI



USPs

1. Premium porcelain made in Germany
2. Retro-inspired look with modern touches
3. Unique combination of vibrant, dynamic colors and expressive geometric shape
4. Seven piece stackable dinner set for two: 2 x flat bowls, 2 x bowls, 2 x plates, 1 x serving platter
5. Trend colors of the year 2025: warm, rich “Intense Rust” and deep blue-purple “Future Dusk”
6. 360-degree sculpture effect
7. Various presentation options
8. Dishwasher-safe and microwave-safe

HEADLINE

La Boule Miami: From Canvas to Table

SUBLINE

Stackable Dinnerware With a Mid-century Modern-inspired Design

SHORT DESCRIPTION

La Boule Miami is the latest addition to the best-selling La Boule line-up of seven-piece, stackable dinner sets for two. Multi-functional dinnerware, La Boule is both a tablesetting and eye-catching art piece comprised of seven pieces, including two bowls, two flat bowls, two plates, and one serving platter, that nestle together to create home decor.

La Boule Miami’s design is characterized by a retro-inspired look enhanced with modern highlights. Simple lines, geometric shapes, and on-trend colors evoke images of mid-century modern style. The modular porcelain pieces can be assembled and positioned in different ways, creating countless new looks for La Boule Miami.

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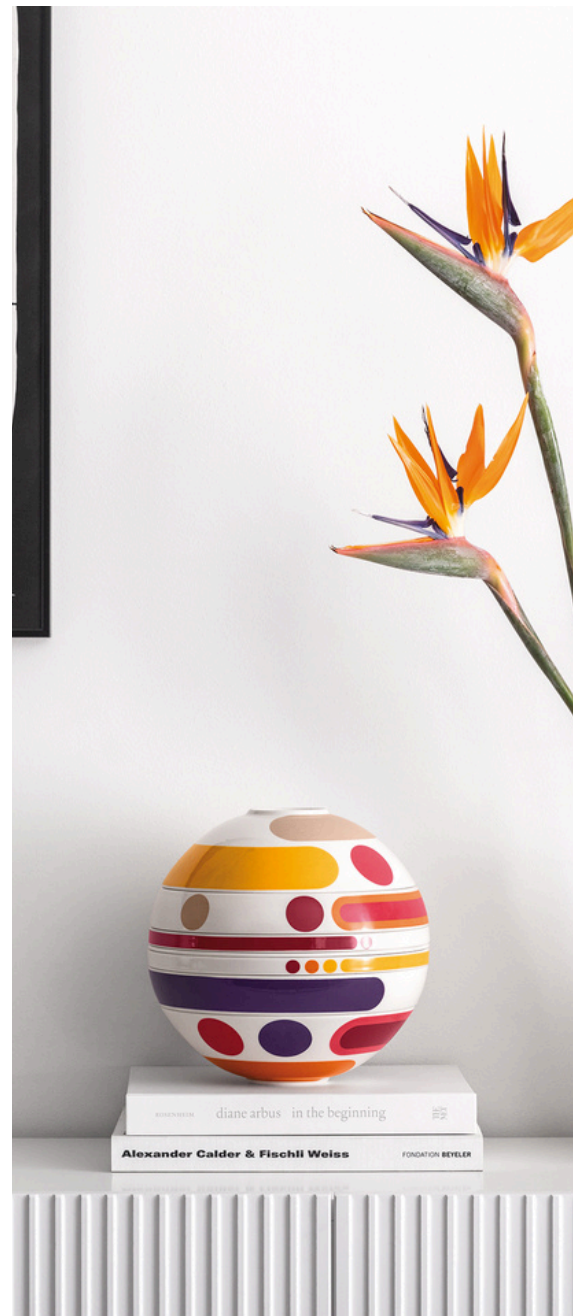
LONG DESCRIPTION

From canvas to table: introducing La Boule Miami. La Boule Miami is the latest addition to the best-selling La Boule line-up of seven-piece, stackable dinner sets for two. Multi-functional dinnerware, La Boule is both a tablesetting and eye-catching art piece comprised of seven pieces, including two bowls, two flat bowls, two plates, and one serving platter, that nestle together to create home decor.

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La Boule Miami features carefully-selected, trendy colors that both compliment and contrast one another. While an intense rust brown and a subtle beige convey a sense of peace and warmth in the home, a deep blue-purple, a vibrant yellow, an energetic pink and a bright orange radiate positive energy and absolute zest for life.

La Boule Miami joins the existing line-up of best-selling La Boule designs, including Memphis, Striped, Pure Beige, Black, and White. Deeply rooted in Villeroy & Boch's DNA, La Boule is a style icon in its own right. The first iteration of La Boule debuted back in 1971 and was designed by Helen von Boch, Contemporary Artist and 8th-generation family member. Before its debut, nothing like La Boule had ever been done before; it was considered avant-garde. As a 19-piece tablesetting, La Boule was an extreme challenge to create, as blanks typically become smaller during the firing stage of the production process—it was difficult to get all pieces to shrink to the same size. In 2020, La Boule was reintroduced with a more streamlined and sleeker design, made of only 7 pieces.



Collection Specifications: LA BOULE MIAMI



La Boule Miami

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Size	9.5 x 9.5 x 9 in.
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Product Features: LA BOULE MIAMI

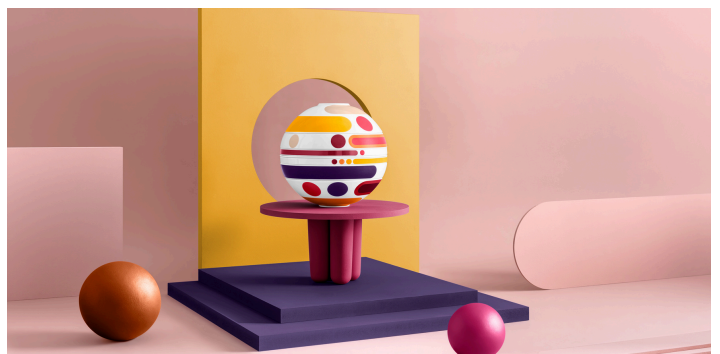


Deeply Rooted in Villeroy & Boch's DNA

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Mid-century Modern Design

Retro-inspired with modern, on-trend colors. La Boule Miami's design features simple lines and geometric shapes that evoke images of mid-century modern style. The trendy colors both compliment and contrast one another: "Intense Rust" a rust brown and "Future Dusk" a deep blue-purple work perfectly with the subtle beige, vibrant yellow, energetic pink, and bright orange.



Dinnerware & Decor in One

La Boule Miami is a stackable, space-saving dinnerware set for two that doubles as an art piece. It's made of two bowls, two flat bowls, two plates, and one serving platter that nestle together to create eye-catching home decor.