



Villeroy & Boch

1748

LIAM & LEANDRA
FLATWARE

Content Playbook



Collection Name: LIAM & LEANDRA



USPs

1. Stainless steel
2. 18% chrome and 10% nickel composition
3. Rust-proof
4. Luster that never needs polishing
5. Dishwasher-safe
6. Liam features thin, contemporary handles
7. Leandra features textured, hammered handles

HEADLINE

Liam and Leandra Flatware: Sleek and Textured Stainless Steel Sets

SUBLINE

Like Statement Jewelry For the Table

DESCRIPTION

If dinnerware is the table's "little black dress" than flatware is the statement jewelry that rounds out the look. Flatware should not only be beautiful, but durable too—as it receives daily use. Put an elegant finishing touch on the table with the new flatware collections, Liam and Leandra, from Villeroy & Boch.

Delivering both style and durability, Liam and Leandra flatware is available in 40-piece sets—perfect for table settings for eight. Both flatware collections are made of 18/10 high-quality stainless steel; this 18% chromium and 10% nickel composition offers rust-resistance, strength and durability, and luster that never needs polishing. Both flatware collections are dishwasher-safe, making for easy clean-up after your next dinner party.

Whether your aesthetic leans more classic or modern, the Liam and Leandra flatware sets are the perfect complement. The Liam 40-piece flatware set delivers a combination of classic and contemporary style, with sleek handles. The Leandra 40-piece flatware set delivers added texture and modern style—thanks to its hammered handles.

Collection Specifications: LIAM & LEANDRA



Liam 40-piece Flatware Set
1265149079



Leandra 40-piece Flatware Set
1265159079