



Villeroy & Boch

1748

PERLEMOR ALGA

— *Collection* —

Perlemor Line Extension



Content Playbook

PERLEMOR ALGA



PERLEMOR USPs

1. Premium, non-porous, chip-resistant porcelain
2. Made in Germany
3. Handmade pottery look with reactive glaze
4. Dishwasher-safe and microwave-safe

HEADLINE

Dive Into Perlemor Alga: Inspired By the Ocean's Hue

SUBLINE

Waves of Calm: Coastal Boho and Scandi Design
Unite for Ultimate Serenity

SHORT DESCRIPTION

Dive into the Perlemor Collection's latest addition: Alga, a mesmerizing new color inspired by the sea's enchanting hues! Transform your home with a coastal boho vibe using Perlemor's premium porcelain dinnerware, featuring a handmade pottery look. The collection features Coral, a vibrant fusion of pinks and purples; Sand, a captivating blend of beige, grey, and blue; and the newest addition, Alga, a mix of greens inspired by the sea. Thanks to the collection's reactive glaze, each piece is a unique masterpiece. Mix and match Perlemor Sand, Coral, and Alga for an eclectic, vibrant table setting--inspired by a day at the beach!



Collection Name: PERLEMOR

LONG DESCRIPTION

Imagine the sensation of warm sand beneath your feet, the sun's gentle rays on your skin, and the salty breeze tousling your hair. The Perlemor collection captures this beachside bliss, bringing it right into your home. Blending coastal Boho and Scandi design, the collection features dinnerware in the brand-new, trendy Alga color, alongside the beloved Sand (a captivating mix of beige, grey, and blue) and Coral (a stunning blend of pinks and purples).

"Perlemor," Danish for "mother-of-pearl," echoes throughout the collection, especially in the seashell-shaped tealight holders and vases that exude a retro 80s charm. Each piece, crafted with a reactive glaze, boasts a unique, handmade pottery look, ensuring no two items are alike—just like seashells.

The Perlemor Home collection's candleholders and hurricane lamps combine borosilicate glass with concrete bases that mimic the texture of sand. Use them to create a cozy glow with tealights, showcase your seashell collection, or craft floating floral arrangements.

Infuse your home with a natural, eclectic vibe inspired by coastal textures and colors with the Perlemor collection. It pairs beautifully with the Like. Glass collection in Clay and Grape hues. Complete your home's ambiance with the Perlemor Home collection's giftable items, bringing the beach to you all year long.



PRODUCT RANGE SPECIFICATIONS: PERLEMOR ALGA



Coffee Cup
1951721300

Size	4.75 x 3.5 x 2.5 in.
Capacity	6.5 oz.



Coffee Saucer
1951721310

Size	6.25 x 6.25 x 1 in.
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Espresso Cup
1951721420

Size	4.75 x 3.5 x 2.5 in.
Capacity	2 oz.



Espresso Saucer
1951721430

Size	4.75 x 4.75 x .75 in.
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Rice Bowl
1951721900

Size	6.5 x 6.5 x 2.5 in.
Capacity	20 oz.



Pasta Bowl
1951722536

Size	8.5 x 8.5x 2 in.
Capacity	22 oz.

PRODUCT RANGE SPECIFICATIONS: PERLEMOR ALGA



Dinner Plate
1951722610

Size	10.5 x 10.5 x 1 in.
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Salad Plate
1951722640

Size	9.5 x 9.5 x 1 in.
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Serving Bowl
1951723170

Size	8.75 x 8.75 x 5 in.
Capacity	101.75 oz.



Dinner Bowl
1951723760

Size	10.25 x 10.25 x 2.75 in.
Capacity	43.25 oz.



Dip Bowl
1951723932

Size	4.75 x 4.75 x 1 in.
Capacity	2.75 oz.



Mug
1951729651

Size	5 x 3.75 x 3.25 in.
Capacity	9.75 oz.



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