



Villeroy & Boch

1748



FLEUR

*Content Playbook*



# Collection Name: FLEUR



## USPs

1. Premium porcelain made in Germany
2. Bold, graphic floral designs break away from traditional, delicate flower prints
3. Striking hues—Cassis, Soleil, Vert, and Bleu—for high-impact table settings
4. Mix-and-Match Versatility
5. Dishwasher-safe
6. Microwave-safe

## HEADLINE

From Vintage to Vibrant: The Fleur Collection

## SUBLINE

Bold Blooms & Bright Colors: This Is Not Your Grandma's China

## SHORT DESCRIPTION

Florals, reimagined. The Fleur collection by Villeroy & Boch blends bold colors, abstract blooms, and sleek design for a modern twist on timeless elegance. With four vibrant shades and endless mix & match potential, every table becomes a personal expression of style, energy, and creativity.

## LONG DESCRIPTION

Bold Blooms, Fresh Energy. The Fleur collection is where modern design meets floral reinvention. Forget delicate, old-school flower prints—this collection is all about graphic florals, clean lines, and vibrant colors that bring serious personality to your table. With a bold palette of Cassis, Soleil, Green, and Blue, Fleur invites you to mix, match, and make it your own.

Each piece is like a curated bouquet—uniquely expressive, effortlessly stylish, and totally versatile. Whether you're going monochrome for a minimalist vibe or mixing all four shades for a maximalist statement, Fleur lets your table reflect your mood. The abstract patterns and streamlined forms create a contemporary edge, while subtle details and craftsmanship add a layer of quiet luxury.

From cozy brunches to dinner parties with friends, Fleur brings warmth, color, and a sense of play to every meal. And the best part? It's made from premium porcelain, so it's as durable as it is beautiful—perfect for everyday moments and special occasions alike.

# Collection Specifications: FLEUR VERT



**Coffee Cup**  
1045501300

Size	4.5 x 3.25 x 2.5 in.
Capacity	7.75 oz.



**Coffee Cup Saucer**  
1045501310

Size	6 x 6 x 1 in.
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**Espresso Cup**  
1045501420

Size	3.25 x 3.25 x 2.25 in.
Capacity	3.25 oz.



**Espresso Cup Saucer**  
1045501430

Size	4.5 x 4.5 x .75 in.
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**Rice/Cereal Bowl**  
1045501900

Size	5.5 x 5.5 x 2.75 in.
Capacity	21.5 oz.



**Dinner Plate**  
1045502621

Size	10.5 x 10.5 x 1 in.
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**Salad Plate**  
1045502651

Size	8.25 x 8.25 x 1 in.
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**Pasta Bowl**  
1045503381

Size	9.5 x 9.5 x 2 in.
Capacity	44 oz.



**Small Dessert Bowl**  
1045503810

Size	5.25 x 5.25 x 1.5 in.
Capacity	8.5 oz.

Collection Specifications: FLEUR VERT



Mug  
1045509651

Size	4.5 x 3 x 4 in.
Capacity	11.75 oz.

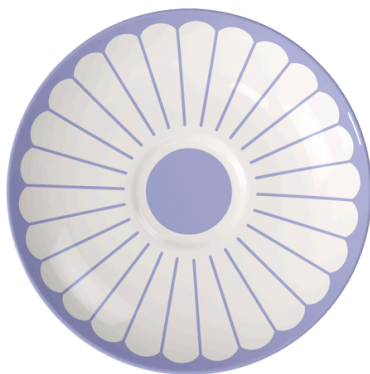


# Collection Specifications: FLEUR BLEU



**Coffee Cup**  
1045511300

Size	4.5 x 3.25 x 2.5 in.
Capacity	7.75 oz.



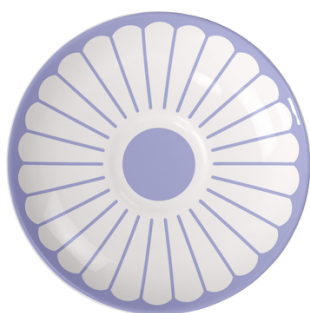
**Coffee Cup Saucer**  
1045511310

Size	6 x 6 x 1 in.
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**Espresso Cup**  
1045511420

Size	3.25 x 3.25 x 2.25 in.
Capacity	3.25 oz.



**Espresso Cup Saucer**  
1045511430

Size	4.5 x 4.5 x .75 in.
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**Rice/Cereal Bowl**  
1045511900

Size	5.5 x 5.5 x 2.75 in.
Capacity	21.5 oz.



**Dinner Plate**  
1045512621

Size	10.5 x 10.5 x 1 in.
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**Salad Plate**  
1045512651

Size	8.25 x 8.25 x 1 in.
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**Pasta Bowl**  
1045513381

Size	9.5 x 9.5 x 2 in.
Capacity	44 oz.



**Small Dessert Bowl**  
1045513810

Size	5.25 x 5.25 x 1.5 in.
Capacity	8.5 oz.

Collection Specifications: FLEUR BLEU



Mug  
1045519651

Size	4.5 x 3 x 4 in.
Capacity	11.75 oz.



# Collection Specifications: FLEUR SOLEIL



**Coffee Cup**  
1045521300

Size	4.5 x 3.25 x 2.5 in.
Capacity	7.75 oz.



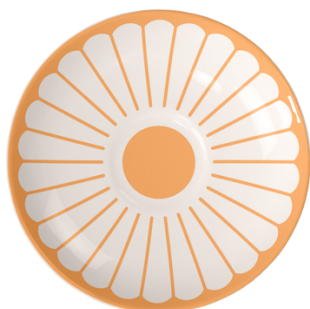
**Coffee Cup Saucer**  
1045521310

Size	6 x 6 x 1 in.
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**Espresso Cup**  
1045521420

Size	3.25 x 3.25 x 2.25 in.
Capacity	3.25 oz.



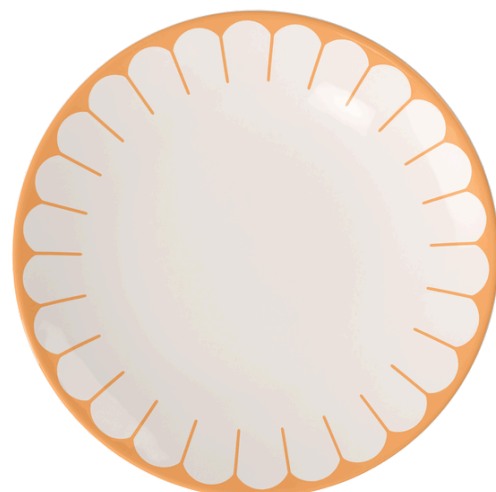
**Espresso Cup Saucer**  
1045521430

Size	4.5 x 4.5 x .75 in.
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**Rice/Cereal Bowl**  
1045521900

Size	5.5 x 5.5 x 2.75 in.
Capacity	21.5 oz.



**Dinner Plate**  
1045522621

Size	10.5 x 10.5 x 1 in.
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**Salad Plate**  
1045522651

Size	8.25 x 8.25 x 1 in.
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**Pasta Bowl**  
1045523381

Size	9.5 x 9.5 x 2 in.
Capacity	44 oz.



**Small Dessert Bowl**  
1045523810

Size	5.25 x 5.25 x 1.5 in.
Capacity	8.5 oz.

Collection Specifications: FLEUR SOLEIL



Mug  
1045529651

Size	4.5 x 3 x 4 in.
Capacity	11.75 oz.

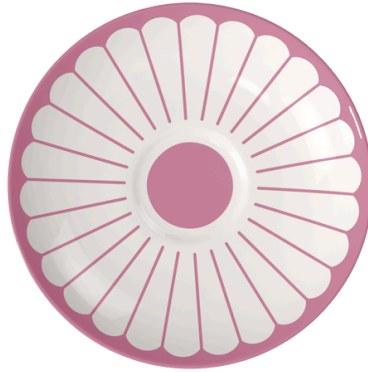


# Collection Specifications: FLEUR CASSIS



**Coffee Cup**  
1045531300

<b>Size</b>	4.5 x 3.25 x 2.5 in.
<b>Capacity</b>	7.75 oz.



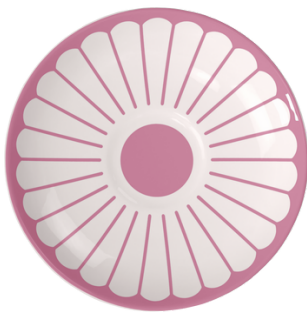
**Coffee Cup Saucer**  
1045531310

<b>Size</b>	6 x 6 x 1 in.
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**Espresso Cup**  
1045531420

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



**Espresso Cup Saucer**  
1045531430

<b>Size</b>	4.5 x 4.5 x .75 in.
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**Rice/Cereal Bowl**  
1045531900

<b>Size</b>	5.5 x 5.5 x 2.75 in.
<b>Capacity</b>	21.5 oz.



**Dinner Plate**  
1045532621

<b>Size</b>	10.5 x 10.5 x 1 in.
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**Salad Plate**  
1045532651

<b>Size</b>	8.25 x 8.25 x 1 in.
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**Pasta Bowl**  
1045533381

<b>Size</b>	9.5 x 9.5 x 2 in.
<b>Capacity</b>	44 oz.



**Small Dessert Bowl**  
1045533810

<b>Size</b>	5.25 x 5.25 x 1.5 in.
<b>Capacity</b>	8.5 oz.

Collection Specifications: FLEUR CASSIS

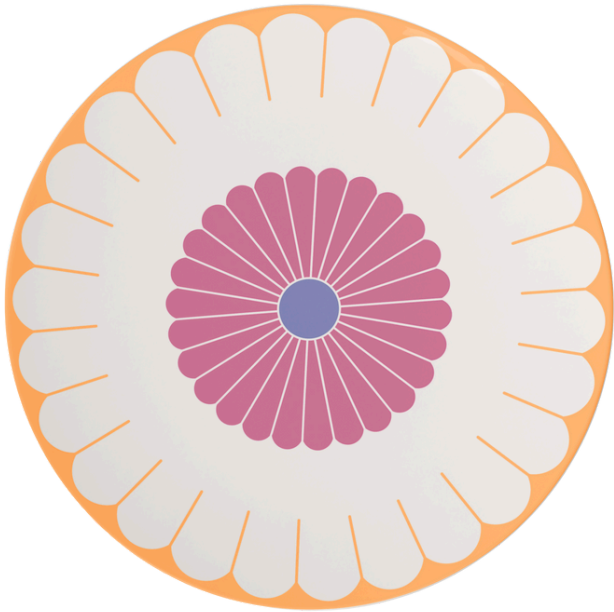


Mug  
1045539651

Size	4.5 x 3 x 4 in.
Capacity	11.75 oz.



Collection Specifications: FLEUR COULEUR



Large Round Serving Platter  
1045542595

Size	12.5 x 12.5 x 1 in.
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Low Serving Bowl  
1045543140

Size	15 x 15 x 2.75 in.
Capacity	186 oz.



Round Vegetable/Salad Bowl  
1045543171

Size	9.5 x 9.5 x 4.75 in.
Capacity	111.5 oz.

# Product Features: FLEUR



## Bold Blooms

Bold, abstract floral patterns that flip classic florals on their head—making every piece a modern statement.

## Vibrant Color Play

Four rich shades—Cassis, Soleil, Green, and Blue—designed to mix, match, and express your unique style.



## Everyday Luxe

Premium porcelain crafted for durability and elegance, perfect for casual vibes or wow-worthy dinners.