



Villeroy & Boch

1748



FLEUR

Décor Collection

Content Playbook



USPs

1. Colored, durable borosilicate glass
2. Flower-Shaped décor achieved through a harmonious blend of light, form, and hue
3. Gift-boxed
4. Dishwasher-safe
5. Available in clear, olive, and blue
6. 13 articles in different sizes and colors
7. Votive is 2-in-1 tealight holder & candlestick holder

HEADLINE

The Fleur Décor Collection: Vases That Blossom With Style

SUBLINE

Floral-shaped Vases and Votives in Vibrant Hues

SHORT DESCRIPTION

The Fleur Décor Collection features an exquisite selection of colored glass décor, crafted to bring a touch of elegance and style to any home. These votives and vases showcase a unique blend of light, shape, and color, resulting in a delicate, flower-like appearance. Available in 13 different sizes and three vibrant hues—clear, olive, and blue—this collection is perfect for enhancing any floral arrangement. These vases and votives are both stylish and functional, adding a romantic flair to any décor, whether used as a decorative piece or a thoughtful gift. The votives are multi-functional—with the ability to hold a votive or tapered candlestick by simply being flipped over. Each vase embodies a harmonious mix of beauty, versatility, and sophistication, making them the ideal finishing touch for any special occasion. All items come gift-boxed, making them ideal housewarming gifts.



PRODUCT RANGE SPECIFICATIONS: FLEUR



Votive
1173360860

Size	2.25 x 1.75 in.
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Vase XS
1173360946

Size	4.25 in.
Capacity	22 oz.



Vase S
1173360947

Size	6 in.
Capacity	50.75 oz.



Vase M
1173360948

Size	7.5 in.
Capacity	87.75 oz.



Vase L
1173360949

Size	8.75 in.
Capacity	118.25 oz.



Vase XL
1173360950

Size	11 in.
Capacity	132.25 oz.

PRODUCT RANGE SPECIFICATIONS: FLEUR OLIVE



Votive
1173370860

Size	2.25 x 1.75 in.
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Vase XS
1173370946

Size	4.25 in.
Capacity	22 oz.



Vase M
1173370948

Size	7.5 in.
Capacity	87.75 oz.



Vase XL
1173370950

Size	11 in.
Capacity	132.25 oz.

PRODUCT RANGE SPECIFICATIONS: FLEUR BLUE



Votive
1173380860

Size	2.25 x 1.75 in.
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Vase S
1173380947

Size	6 in.
Capacity	50.75 oz.



Vase L
1173380949

Size	8.75 in.
Capacity	118.25 oz.