

# LA PETITE BOULE

## *Content Playbook*





# Collection Name: LA petite BOULE



reddot winner 2024

## USPs

1. Premium porcelain made in Germany
2. Mini, giftable version of the iconic La Boule - comes gift-boxed
3. Prestigious Red Dot Award winner in “Product Design”
4. On display for one year in the exhibition “Design on stage” at the Red Dot Design Museum in Essen, Germany
5. 5-piece stackable aperitif set: four bowls/dip bowls and one appetizer plate plate
6. Available in six designs
7. An enticing mix of glossy and matte finishes
8. Dishwasher-safe and microwave-safe

## HEADLINE

La petite Boule: Stylish & Stackable Snacking

## SUBLINE

A Miniature Version of A Design Icon

## SHORT DESCRIPTION

La Boule is a design icon that’s already deeply rooted in Villeroy & Boch’s DNA and a unique reflection of the company’s ceramic expertise and statement designs. La Boule is an impression fusion of dining and interior design.

Now, we are continuing this story with La petite Boule, combining functionality with exclusive design. La petite Boule is a stackable aperitif set, consisting of five pieces—four bowls and one appetizer plate—ideal for stylish snacking. La petite Boule makes the perfect collector’s item or an excellent gift idea.

Just like its full size version, La petite Boule is a winner of the prestigious Red Dot Award in the “Product Design” category.

# Collection Name: LA petite BOULE

## LONG DESCRIPTION

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 seven pieces.

Now, Villeroy & Boch continues the story with La petite Boule, a miniature version of the popular La Boule, comprised of five pieces that stack together to create a stylish snacking set. La petite Boule consists of four bowls/dip bowls and one appetizer plate—perfect for aperitifs.

Indulge in a stylish at-home happy hour, mark the start of a special evening, or simply enjoy a little moment of relaxation with La petite Boule, your favorite snacks, and your drink of choice. This five-piece set is the perfect way to snack in style.

La petite Boule is available in smaller versions of six popular designs: Memphis, Black, White, Miami, Toy's Delight, and Black & White. Like its full size predecessor, La petite Boule Memphis features unique, bold decor with a playful and glossy color scheme. La petite Boule Memphis includes black and white stripes that come together with shades of orange, rosé, and Bordeaux to create a real statement.

La petite Boule Miami blends retro charm with modern flair, featuring simple lines, geometric shapes, and stylish, modular porcelain pieces that can be rearranged for endless looks. Its bold color palette—ranging from warm rust and beige to vibrant yellow, pink, orange, and deep blue-purple—adds both harmony and energy to any space.

La petite Boule White features all-white, glossy premium porcelain, while La petite Boule Black features matte black premium porcelain. La petite Boule Black & White features an enticing mix of matte black and glossy white finishes.

For the holiday season, La petite Boule is also available in the festive Toy's Delight design, with a classic holiday color scheme of green, white, red and gold and featuring whimsical holiday motifs.

All La petite Boule designs come in a stylish gift box, making them ideal gifts for housewarming parties, bridal showers, holidays, and more. Just like the full size La Boule, La petite Boule is a winner of the prestigious Red Dot Design Award in the "Product Design" category. La petite Boule proves that good things come in small packages!



# Collection Specifications: LA petite BOULE



**La petite Boule White**

1016669050

Size	5.5 x 5.5 x 5.5 in.
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**La petite Boule Black**

1016669051

Size	5.5 x 5.5 x 5.5 in.
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**La petite Boule Black & White**

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Size	5.5 x 5.5 x 5.5 in.
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**La petite Boule Memphis**

1016669053

Size	5.5 x 5.5 x 5.5 in.
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**La petite Boule Miami**

1016669054

Size	5.5 x 5.5 x 5.5 in.
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**La petite Boule Toy's Delight**

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Size	5.5 x 5.5 x 5.5 in.
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# Product Features: LA petite BOULE



## Deeply Rooted in Villeroy & Boch's DNA & Perfectly Giftable

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. Now, we're continuing the story with La petite Boule, a miniature version of this design icon, featuring five pieces (four bowls/dip bowls and one appetizer plate)—perfect for stylish snacking. All La petite Boules come gift boxed, making them ideal gifts for housewarming parties, bridal showers, holidays, and more.

## Stylish At-home Happy Hours

Indulge in at-home happy hour with your favorite snacks and beverages. La petite Boule sets a stylish stage for your charcuterie or crudité. La petite Boule designs are perfectly complemented by the Manufacture Rock and Rock Blanc glassware, with its chic matte stems and accents.



## Red Dot Design Award Winner

Just like its full size version, La petite Boule is a Prestigious Red Dot Award winner in the "Product design" category and is currently on display for one year in the exhibition "Design on stage" at the Red Dot Design Museum in Essen, Germany.

## Dining Meets Interior Design

La petite Boule is a stackable, space-saving apertif set that doubles as home decor. It's made of five pieces that stack together, including four bowls/dip bowls and one appetizer plate.

