



Villeroy & Boch

1748

# LAVE VERT

## Content Playbook



# Collection Name: LAVE VERT



## USPs

1. Authentic stoneware
2. Organic shapes, inspired by nature
3. Reactive glaze that makes each piece one-of-a-kind
4. Lave Vert collection includes 13 items
5. Dishwasher-safe
6. Microwave-safe

## HEADLINE

Go Green with Lave Vert: Bringing Earthy Chic to the Lave Collection

## SUBLINE

Organic Shapes, One-of-a-Kind Glazes – and the Green Everyone’s Talking About

## SHORT DESCRIPTION

Bring nature to the table with Lave Vert – the new earthy green joining the popular Lave lineup. With organic shapes, unique glazes, and mix & match versatility, this trend-forward stoneware turns every meal into a style statement.

## LONG DESCRIPTION

Step into the calm of the forest with Lave Vert, the latest color to join the popular Lave collection. Inspired by the richness of dark firs, soft moss, and leafy green canopies, this deep, woody green channels the serenity of nature into every home. It’s a color that doesn’t just follow trends – it sets a grounded, timeless tone.

Crafted from authentic stoneware and finished with a unique reactive glaze, each piece in the Lave Vert collection is one-of-a-kind. The layered hues and organic shapes evoke the imperfect beauty of nature, creating a handmade look that feels both modern and earthy. Whether you’re setting the table for a quiet moment or a lively gathering, Lave Vert brings depth, warmth, and style to every setting.

The true power of Lave Vert lies in its versatility. Pair it with light Beige for a clean, elegant contrast, or mix it with Glacé, Gris, or Bleu for an effortlessly cool, curated tablescape. Complete the look with like. glassware in the soft green of Sage – a fresh accent that ties it all together.

With Lave Vert, nature isn’t just invited in – it becomes the heart of your home.

Collection Specifications: LAVE VERT



Dinner Plate  
1042952610

Size	11 x 11 x 1 in.
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Salad Plate  
1042952640

Size	9.25 x 9 x 1 in.
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Bread & Butter Plate  
1042952660

Size	6.75 x 6.75 x 0.75 in.
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Mug  
1042959651

Size	5 x 3.5 4 in.
Capacity	13.5 oz.



Rice Bowl  
1042951900

Size	6.75 x 6.75 x 2.25 in.
Capacity	20.25 oz.



2 oz. Bowl  
1042953820

Size	4 x 4 x 1.25 in.
Capacity	2 oz.



Dinner Bowl  
1042953800

Size	11 x 10.75 x 1.75 in
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Dip Bowl  
1042953822

Size	3.75 x 3.75 x 2.25 in.
Capacity	4.75 oz.

Collection Specifications: LAVE VERT



Individual Pasta Bowl

1042953810

Size	8.5 x 8.25 x 1.75 in.
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Serving Platter

1042952910

Size	12.5 x 12.5 x 1 in.
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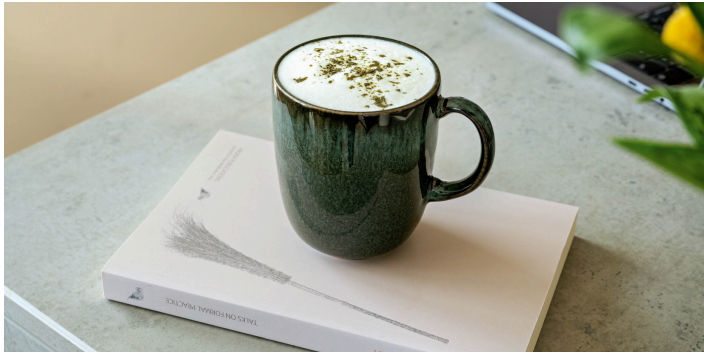
Serve Bowl

1042953160

Size	10 x 10 x 4.25 in.
Capacity	74.25 oz.



# Product Features: LAVE VERT



## Nature-inspired Color

Lave Vert channels the deep, calming tones of fir trees, moss, and forest canopies—bringing a sense of serenity and retreat into your home.

## Unique Glaze, One-of-a-kind Pieces

Each piece features a special effect glaze that creates rich, varied shades—making every item beautifully unique and full of character.



## Effortless Mix & Match Styling

Designed to pair seamlessly with existing Lave shades like Beige, Glacé, Gris, and Bleu, plus like. Sage glassware—Lave Vert opens up endless possibilities for creative, expressive table settings.