



Villeroy & Boch

1748

MEMPHIS

Content Playbook



Collection Name: MEMPHIS



USPs

1. Premium porcelain made in Germany
2. Inspired by the iconic 1980s Memphis design movement
3. Striking geometric patterns and vibrant, contrasting colors
4. Dishwasher-safe
5. Microwave-safe

HEADLINE

Retro Reloaded: The Memphis Collection

SUBLINE

A curated collision of geometry, texture, and unapologetic expression.

SHORT DESCRIPTION

Say hello to the Memphis Collection – bold, vibrant, and dripping in ‘80s attitude.

Inspired by the iconic design movement, this high-impact porcelain dinnerware fuses punchy geometric prints with playful, sculptural forms. It’s more than a table setting – it’s a statement piece. Mix, clash, and curate your own visual feast. Every meal just got a lot more iconic.

LONG DESCRIPTION

The Memphis Collection channels the iconic ‘80s design movement into bold, sculptural porcelain pieces that are anything but ordinary. Think electric hues, playful clashes, and statement-making forms that bring pure visual energy to your table.

An evolution of the cult-favorite La Boule Memphis, this expanded 14-piece collection is crafted in premium German porcelain and designed to spark conversation. Elevated plate silhouettes with raised edges meet dynamic bowls and standout serving forms—each one a functional work of art. From casual hangs to full-on dinner parties, Memphis turns everyday dining into a curated, high-impact moment. Vibrant. Irreverent. Totally unapologetic.

This isn’t just dinnerware—it’s a design icon reimaged.

Collection Specifications: MEMPHIS



Espresso Cup Saucer
1016901430

Size	4.75 x 4.75 x 4.75 in.
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Espresso Cup
1016901451

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



Rice/Cereal Bowl
1016901900

Size	5.5 x 5.5 x 3 in.
Capacity	17.5 oz.



Dinner Plate
1016902610

Size	9.5 x .75 in.
Capacity	15.75 oz.

Collection Specifications: MEMPHIS



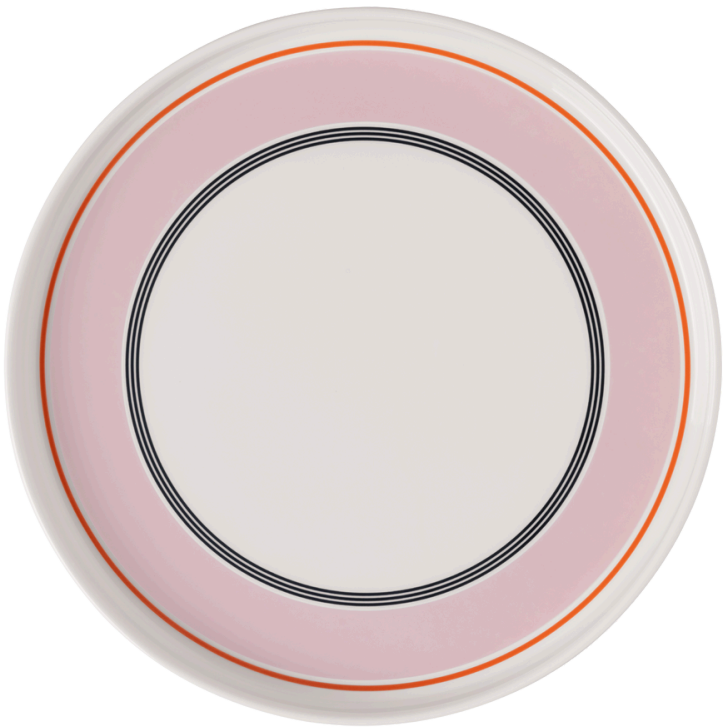
Salad Plate
1016902640

Size	8.25 x 8.25 x 1.25 in.
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Round Platter
1016902815

Size	13 x13 x 1.25 in.
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Round Buffet Platter
1016902816

Size	11.5 x 11.5 x 1.25 in.
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Pasta Bowl
1016903810

Size	8.5 x 2.5 in.
Capacity	37.25 oz.

Collection Specifications: MEMPHIS



Dinner Bowl
1016903811

Size	9.5 x 1.5 in.
Capacity	40.5 oz.



Small Bowl
1016903821

Size	5.5 x 5.5 x 1.5 in.
Capacity	12.75 oz.



Dip Bowl
1016903831



Size	3.25 x 3.25 x 2 in.
Capacity	4.25 oz.



Mug
1016904895

Size	4.75 x 3.5 x 4.5 in.
Capacity	13.5 oz.

Collection Specifications: MEMPHIS



Large Vase
1016915070

Size	5 x 5 x 11.75 in.
Capacity	101.5 oz.



Medium Vase
1016915071

Size	3.75 x 3.75 x 9.25 in.
Capacity	44 oz.

Product Features: MEMPHIS



Sculptural Silhouettes

From raised-edge dinnerware to graphic serving forms, each piece plays with proportion and negative space—turning function into art.

Bold Color Play

Loud, clashing, and totally curated. Vivid primaries meet pastel pops in combos that defy the neutral table trend—and make every meal a visual statement.



Iconic Origins

A remix of a design legend. Building on the cult-favorite La Boule Memphis, this expanded set nods to '80s postmodernism with a sharp, contemporary twist.