



Villeroy & Boch
1748



TOY'S DELIGHT
— 15th Anniversary Collection —
Content Playbook

Toy's Delight 15th Anniversary Collection



UNIQUE SELLING POINTS

1. Timeless, festive design
2. Collectible Anniversary Editions
3. Made of premium porcelain, 18/10 stainless steel, and high-quality crystal glass
4. Dishwasher-safe dinnerware, flatware, and glassware

HEADLINE

Celebrate 15 Years of Toy's Delight

SUBLINE

Enchanting New Additions to a Timeless Holiday Collection

DESCRIPTION

A beloved Christmas classic is celebrating its 15th anniversary! The Toy's Delight collection, with its imaginative decorations in timeless holiday hues of red, white, and green, evokes cherished memories of Christmases past. The intricate patterns featuring timeless toys and festive decorations create a magical holiday setting.

Celebrate this milestone with brand-new products. For 15 years, the charming plates, reminiscent of classic paper plates and adorned with delightful toys from the Ore Mountains, have been creating a festive atmosphere at the table.

To mark this special occasion, we've developed a unique Toy's Delight collector's edition. The anniversary décor features four whimsical sub-designs, showcasing beloved motifs such as Santa Claus, the nutcracker, a train, and a rocking horse—all on the iconic Toy's Delight ruffled edge shape.

In addition to these special anniversary pieces, we're expanding the beloved Toy's Delight collection to include a teapot warmer, soup cup, green soup plate, Toy's Delight Royal Classic cookie box, a six-piece cake fork set, a matching cake server, glass jug, and a tea light holder.

PRODUCT RANGE: TOY'S DELIGHT



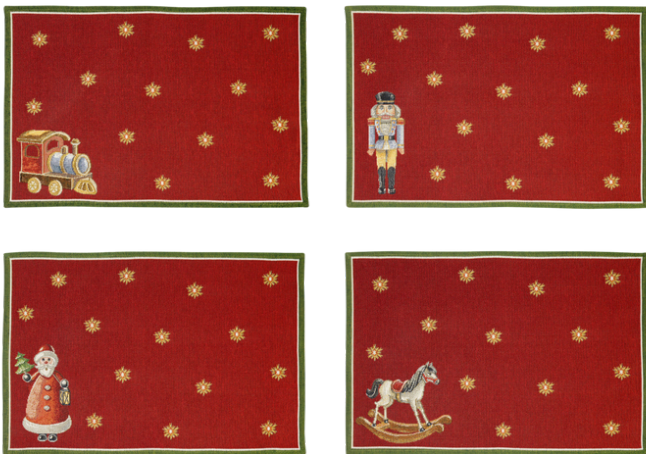
Plate Set



Mug Set



Bowl Set



Placemat Set



Breakfast Set for 2 Nutcracker



Breakfast Set for 2 Rockinghorse



Breakfast Set for 2 Train

PRODUCT RANGE SPECIFICATIONS: PERLEMOR ALGA



Breakfast Set for 2 Santa



Pastry Fork Set of 6



Cake Slice



Soup Cup



Tealight Holder



Heater



Toy's Delight Royal Classic Cookie Box



Deep Plate Green



Water Jug