



Rosenthal Brillance Fleurs des Alpes.

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Brillance Fleurs des Alpes – pattern design: Regula Stüdli

The diverse Alpine landscape and its blossoming mountain meadows have entranced Regula Stüdli ever since her childhood. On hiking trips to the tops of hills and mountains, her path was lined with hardy and brightly coloured plants. Inspired by this overwhelming experience of nature, the Swiss textile designer has created a new flower design for the Brillance range that is as lively as it is delicate. Stüdli has combined the beauty of columbine, the alpine crocus and the star of Bethlehem with a delicate tableau of leaves and branches. These beautiful flowers of yellow, white and blue wind their way tendril-like across plates and cups, the vivid colours and attention to detail almost tangibly evoking the intensive aroma of the alpine blossoms.

Designer **Regula Stüdli** is one of Switzerland's best-known textile designers. After studying at the University of Art and Design in Zurich, she went on to work in creative design at the renowned Swiss textiles company Jakob Schlaepfer for over a decade. Since July 2012, Regula Stüdli has been self-employed and has been creating motifs, symbols and decorative designs that are bursting with vitality for fashion companies and the interior design sector. For Rosenthal, she has already developed the Brillance Fleurs Sauvages, Maria Pink Rose, Sanssouci Chambre Bleue and Maria Winter Rose designs.

From Porcelain Pioneer to International Design Company

Founded in 1879, Rosenthal reflects on its longstanding company history. The story of Rosenthal is the story of a father and son – founder Philipp Rosenthal Senior and the visionary entrepreneur Philip Rosenthal Junior. The

former laid the foundation for modern porcelain production, while the latter built Rosenthal into a renowned international brand. His credo: a passion for everyday luxury and a heartfelt commitment to design. For well over a century, established designers, artists, and trendy newcomers have crafted elegant, high-quality tableware collections and exclusive pieces that enhance living spaces. Rosenthal's clientele includes not only households worldwide but also 800 international restaurants and hotels. Rosenthal is already on the path of green transformation and established the "Corporate Sustainability" unit in 2022. The company actively addresses sustainability in environmental and energy management and social responsibility. The Rosenthal portfolio features the Rosenthal, Hutschenreuther, and Thomas brands, along with collaborations such as Rosenthal meets Versace and Swarovski x Rosenthal. Since July 2009, Rosenthal has been part of the Italian Arcturus Group.