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# Rosenthal meets Versace - Versace Alphabet

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The 2020 Versace Home Collection celebrates the House's rich history while simultaneously elevating the design aesthetic for the new decade.

The Versace Alphabet line takes a heritage print from "South Beach Stories", the famous photographic book by the Versace family, and reimagines the lettering in seasonal colour palettes. The new decorative porcelain trays affirm the brand's belief in individuality, allowing for mixing and matching of letters to spell an infinite number of words.

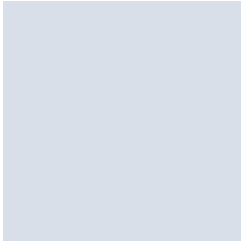
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## From Porcelain Pioneer to International Design Company

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.

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