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## Rosenthal - Year of the Pig zodiac plate / design: iSHONi

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The pig is the twelfth zodiac sign in the Chinese horoscope and signifies generosity, affection, intelligence and honesty. The pig is also an important symbol in Western culture as a good luck charm. Following on from the highly successful zodiac plate for the Year of the Dog, the iShoni design studio has designed a collection of service plates, plates and mugs in vibrant pink that convey the sensitivity, sincerity and generosity of the pig. With a back full of coins and a matching gold key, the pig in the centre of the plate promises good fortune, prosperity and truth, as do the coins and traditional Celtic symbols decoratively arranged around the edge.

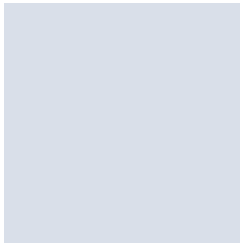
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### From Porcelain Pioneer to International Design Company

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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