



Bringing the heritage collection of Emilio Pucci up to date: new Rosenthal decor Zadig.

Jan 15, 2020 07:00 GMT

Rosenthal - Zadig

Rosenthal Emilio Pucci “Zadig” Limited Re-Edition

Rosenthal captures the spirit of the Italian fashion brand **Emilio Pucci** bringing the heritage collection up to date - with **the “Zadig” decor**. This three-piece porcelain set in **a limited series of 100**, draws on the pioneering collaboration between the Florentine designer and Rosenthal to give the possibility to collectors and younger generations to experience the “Zadig” collection from the year 1974.

In 1961, Rosenthal launched its studio line inviting artists, designers and architects to create decorative objects and limited-edition sets. Emilio Pucci was the first fashion designer asked to participate and the partnership marked the beginning of Pucci’s expansion to home furnishing and the myriad of ground-breaking lifestyle projects. Today, while working on the book “Unexpected Pucci” - recently published by Rizzoli New York - the Florentine brand’s heritage team guided by Laudomia Pucci decided to launch a limited and numbered heritage re-edition of selected printed porcelains.

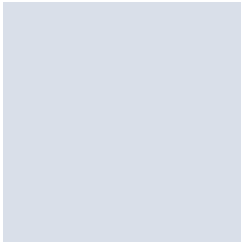
As if it was wrapped in one of Emilio Pucci’s silk scarves, the porcelains ‘simple form underscores the striking decor, while the black background lets the colours shine, lending them depth at the same time. Inspired by the philosophical novel by Voltaire, the swirling motif of the „Zadig“ print accompanied the launch Emilio Pucci’s Orient-inspired fragrance in 1972. Precious gems form a ribbon as though threaded on a chain, which circles the rim of the vase and plate and gives the pattern a frame. Each item bears the Rosenthal logo and the “Emilio Pucci” signature as an element integrated into the decor, a specially made stamp that highlights the collaboration and marks each piece as limited.

The re-edition shows the powerful modernity of the Florentine brand which celebrating its colours and dynamic, unconventional lifestyle. Founded by Marchese Emilio Pucci di Barsento in 1947, the brand was immediately distinguished for the groundbreaking use of colours and prints, which set it aside from its contemporaries. Hailed internationally as the “Prince of Prints”, Emilio Pucci has invented more than 500 different colours that are used in Pucci collections today in the newest combinations, on the most diverse objects and products.

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.

Contacts



Barbara Stockinger-Torelli

Press Contact

Pr Manager

barbara.stockinger-torelli@rosenthal.de

+49 170 413 8510