



Special staging by German star photographer Joachim Baldauf: the #331_RAINBOW collection by zoeppritz X Rosenthal.

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zoeppritz since 1828 X Rosenthal - #331

UNITED COLLECTION IN THE SENSE OF THE ENVIRONMENT: 'ZOEPPRITZ SINCE 1828' X ROSENTHAL

The rainbow is the most beautiful gift of nature and the main motif of the new porcelain collection **#331_RAINBOW** of Rosenthal and 'zoeppritz since 1828'. The two traditional German companies can look back on a total of 331 years of company history, a fact that is briefly and concisely reflected in the collection name #331. The focus of the cooperation is the preservation of our environment. Partner of the project is the international organization Plant-for-the-planet, which is committed to reforestation worldwide. By selling the #331 collection, 4500 trees are planted and the education of children and young people as international climate ambassadors is supported.

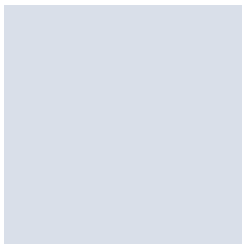
The design of collection was created by **Jan Alt**, Art Director of 'zoeppritz since 1828'. A restrained tone-in-tone pattern of historical logos tells the long history and the development of both brands. As a colour contrast to this and as a sign of modernity and openness, a rainbow unfolds on porcelain and textile objects in the first collection. The rainbow has always been a symbol of harmony and peace, but also stands for nature conservation and the connection between heaven and earth. At the same time, it reminds us of our duty to preserve and protect nature.

The meaningful collection is put into the right light by German **star photographer Joachim Baldauf**. He is one of the most important advertising and fashion photographers of our time. His extraordinary way of staging attracts additional attention to the project #331.

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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