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30th Anniversary: Versace and Rosenthal celebrate longtime collaboration

Gianni Versace was one of the first designers worldwide to understand the importance of creating a fashion house with a true lifestyle value. Since then, Versace has become synonymous not only with fashion, but with a way of life.

In 2023, Versace and Rosenthal celebrate the 30th anniversary of the collaboration between two great partners who, in their respective fields, are among the most renowned brands in the world. The collaboration has resulted in a wide range of the finest porcelain collections, enhanced by the most famous and beautiful Versace motifs and prints.

To celebrate its 30th anniversary, Rosenthal meets Versace is launching a special collection limited until 31.12.2023: 30 mugs adorned with 30 legendary décors that tell the story of this extraordinary collaboration as a journey through time, space and cultures. The exquisite lids are adorned with a golden Medusa head - Versace's iconic symbol from the very beginning.

The cooperation between Rosenthal and Versace had started already in 1992 under the guidance of Gianni Versace, with the first collection, "Medusa", launching in 1993. Today, the unique as well as extravagant designs all lie in the hands of Donatella Versace, the brand's Chief Creative Officer. Rosenthal meets Versace interprets her vision of the latest fashion trends into fascinating as well as distinctive dining collections with a high recognition value.

From Porcelain Pioneer to an International Design Company

Rosenthal products stand out for their design, function, quality and ongoing innovative spirit. Established figures from the worlds of architecture, design and art, but also the smart newcomers and talents design avant-garde dining collections, sophisticated interiors and exclusive gifts. With exceptional craftsmanship, Rosenthal has been producing porcelain "Made in Germany" for more than 140 years. At the same time, the two porcelain factories in Selb and Speichersdorf are among the most modern production facilities in the porcelain industry worldwide and deliver sustainable manufacturing with careful use of resources thanks to the forward- looking investments that have been made.

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