



Collection Swarovski x Rosenthal SIGNUM

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A Shining Continuation: Swarovski & Rosenthal Renew Partnership

Uniting Swarovski's shimmering savoir-faire with the finest Rosenthal porcelain, this creative collaboration adds instant elegance to statement tablescapes.

Entering a new phase of this successful collaboration, Swarovski and Rosenthal have extended their licensing agreement to create high-quality tableware and porcelain gifts until the end of 2027.

Both the German and Austrian companies stand for excellent craftsmanship,

innovation, a passion for materials, and expertise in creating exclusive products.

Since 2022, the Swarovski x Rosenthal SIGNUM collection has captivated, with designs in bold colors and finely crafted patterns, while reimagining Swarovski's signature octagon shape in porcelain.

Each piece is carefully crafted to create moments of joy. Future creations will continue to innovate while reflecting the rich heritage of these two prestigious brands.

"We are very pleased that our successful partnership with Swarovski will continue," says Gianluca Colonna, CEO of Rosenthal. "At this year's Salone del Mobile, we will present an exciting novelty."

ABOUT SWAROVSKI

Masters of Light Since 1895.

Swarovski creates beautiful products of impeccable quality and craftsmanship that bring joy and celebrate individuality.

Founded in 1895 in Austria, the company designs, manufactures, and sells the world's finest crystals, Swarovski Created Diamonds and zirconia, jewelry, and accessories, as well as home décor and crystals for Automotive.

Swarovski Crystal Business is represented in over 140 countries worldwide with 2,300 Swarovski boutiques complemented by selected multibrand partners and employs 16,600 people. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. A responsible relationship with people and the planet is part of Swarovski's heritage. Today this legacy is rooted in sustainability measures across the value chain, with an emphasis on circular innovation, championing diversity, inclusion, and self-expression, and in the philanthropic work of the Swarovski Foundation, which supports charitable organizations bringing positive environmental and social impact.

ABOUT ROSENTHAL

From porcelain pioneer to an international design company.

Founded in 1879, Rosenthal looks back on over 145 years of 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.

Since July 2009, Rosenthal has been part of the Italian Arcturus Group.

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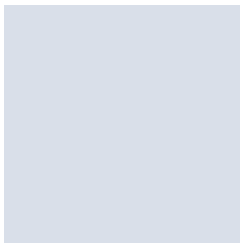
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