



AI-generated image of the Bloom by Sara Farina collection

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New line with Asian inspiration: Rosenthal Bloom

Flower shapes take centre stage in this new line from Rosenthal. Bowls and dishes are reminiscent of open hibiscus flower heads, while plates and cups are mostly puristically round.

The Asian-inspired porcelain tableware collection comes in the colours Lava, Scarlet and Snow. The irregularly applied, very matt coloured glaze gives the items in the Lava and Scarlet colours the touch of handcrafted stoneware and makes each product unique.

Special eye-catchers are a jar with a lid, bowls with a foot, a pourer or small bowls in shapes inspired by nature - all in the colour Scarlet.

Simple, white glazed plates and cups in the colour Snow, also partly in flower shapes, complete the line. With Bloom, Rosenthal is launching an exciting collection that brings unusual shapes and colours as well as a touch of Asia to the table and surprises guests at home or in restaurants.

The Bloom line will be available in stores and at [rosenthal.de](https://www.rosenthal.de) from September 2024.

From Porcelain Pioneer to an International Design Company

Founded in 1879, Rosenthal celebrates 145 years of company history this year. 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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