



Flower Talk with Chaska Nawi Flower, Munich (Picture Credit: Chaska Nawi Flower)

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Rosenthal Wins 2025 German Brand Award for “Flower Talk” Campaign

Selb, 30 June 2025 – A proud moment for Rosenthal: The company has just been honoured with the 2025 German Brand Award by the German Design Council, Germany’s leading authority on design and brand. At this year’s ceremony in Berlin, the **RosenthalFlower Talk** campaign claimed the top spot in the category *Excellence in Brand Strategy and Creation – Brand Communication – Influencer Marketing*, recognising its outstanding achievement in brand communication through influencer engagement.

At the heart of the campaign were the *Mini Vases+* – small in size, but full of

character. In 2024, Rosenthal invited influencers and florists to take part in the ***Flower Talk***, a creative dialogue that showcased the expressive potential of these miniature design pieces. The campaign launched with florist Anna Gramsch, who reimaged the vases as artistic floral statements. By carefully selecting blooms that echoed the personality of each vase, she highlighted the design language through form, colour and botanical symbolism.

Inspired by her approach, international influencers and floral artists contributed their own interpretations, resulting in a wave of engaging content and even a noticeable boost in sales.

The jury, composed of independent branding and design experts, praised the campaign's unique concept:

“By blending floral artistry with distinctive design, the campaign creates emotionally resonant content that powerfully communicates the brand’s values. With its strategic clarity and aesthetic finesse, this project stands out in a remarkable way.”

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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