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## Swarovski x Rosenthal: Festive gift ideas and etagères

Since 2022, the sparkling world of Swarovski has met the finest Rosenthal porcelain and conjured up elegance on festively laid tables. The popular Swarovski x Rosenthal collection "Signum" has, since then, been captivating with designs in the vibrant colors Fern (green), Rose, Azure and Jonquil (yellow). Finely worked patterns in thin golden lines trace the octagon on porcelain that is typical of Swarovski. The decor pays homage to the artist collective *Wiener Werkstätte* of the 19th century.

This year, the range is expanding: Complementing the homeware collection, Swarovski introduces stylish décor items, ideal for gifting to loved ones.

Available in all four signature Swarovski shades, the new Vide Poches in two sizes are must-haves for organizing small items such as loose change and keys.

A decorative octagonal porcelain tray comes in uplifting green and gold tones. A special three-piece storage box, offered in green and pink, features a graphic octagonal print and crystal-topped lid. Comprising two internal levels, it is an exquisite display-ready choice designed to house precious and practical items and is complemented by a low storage box embellished with a stunning crystal topper. Further additions to the Swarovski x Rosenthal Signum collection include a small two-tier and a large three-tier etagere in green, each crowned with a gold-tone octagonal hoop and integrated crystal. The small etagere is also presented in a graceful pink version.

The small etagere costs about 250 €, the three-piece storage box about 380 € RRP.

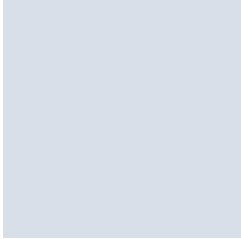
The new Signum items will be available in stores and at [rosenthal.de](https://www.rosenthal.de) from September 2024.

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## **From Porcelain Pioneer to 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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