



Swarovski x Rosenthal IDYLLIA

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## The New Swarovski x Rosenthal IDYLLIA Collection Takes Notes From Nature's Beauty

**The second collection released by Rosenthal and Swarovski, the Swarovski x Rosenthal IDYLLIA collection sets the scene for a season of entertaining and joyful extravagance.**

Each beautifully decorated piece has been designed by Swarovski Global Creative Director, Giovanna Engelbert, and developed with the porcelain experts from Rosenthal. The art of crystal living is explored through

tableware and home décor made to spark moments of joy while honoring the rich heritage and craftsmanship of both Houses.

## **An Ode to Fantastical Forms**

Taking inspiration from fantasy and the wonders of the natural world, Swarovski x Rosenthal IDYLLIA serves as a natural extension of the Swarovski x Rosenthal SIGNUM collection, retaining many of its key design features while exploring a variety of flora and fauna motifs.

A selection of Swarovski's most sought-after crystalline figurines has been transferred to porcelain courtesy of an exclusive printing technique that celebrates the exceptional savoir-faire, vivid tones, and intricate details that define the Swarovski x Rosenthal IDYLLIA family.

Gold-tone accents run through both the Swarovski x Rosenthal SIGNUM and Swarovski x Rosenthal IDYLLIA collections while Swarovski's signature octagon features in porcelain silhouettes, metallic flourishes, and geometric crystal borders realized in chromatic shades of yellow, pink, and green.

Motifs range from recognizable florals in full bloom to rainforest-dwelling birds. Options include the Lily, the Floral Bouquet, the Citron, the Royal Flycatcher, the Gouldian Finch, and the Cockatoo. The tablescape can be curated by choosing a single pattern or mix and match across the collection.

A kaleidoscope of vibrant colors brings depth and visual intrigue to afternoon tea sets, espresso sets, and full dining services. The collection also includes home décor pieces including trinket dishes, trays, and vases in multiple sizes offered alongside porcelain boxes crowned with an octagonal medallion crafted from Swarovski Crystals.

**Bringing elegance to the everyday with the Swarovski x Rosenthal IDYLLIA collection** - designed to standalone or pair with pieces from the Swarovski x Rosenthal SIGNUM range.

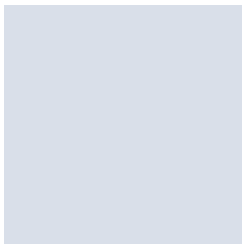
A bread plate (18 cm) is priced from €65 RRP, and a lidded mug from €165 RRP.

The collection will be available from May in stores and at [rosenthal.de](https://www.rosenthal.de).

## 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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