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For immediate release

Luzerne: Plated for Success in 2016

Luzerne is set to recalibrate and stay relevant for its customers in 2016. A leading manufacturer of tableware for world-renowned hotels and restaurants, we announce our participation in three major tradeshows this year: Ambiente 2016, Maison & Objet 2016 (M&O 2016), Hotelex 2016 and Food & Hotel Asia 2016 (FHA 2016).

As a showcase of our international presence and design sensibilities, Luzerne will unveil at these events special collections inspired by art, design and cultural milestones in Asia. These collections range from versatile whiteware to one-of-a-kind handmade pieces for thematic dinners.

While innovation and product refinement alone can influence a brand, Luzerne's new global approach marks a significant shift in our marketing strategy. As Luzerne continues to deliver the best craftsmanship and quality to our customers in the F&B industry, we aim to evolve yet again – channelling 70 years of tradition and expertise into our latest incarnation as a natural companion for diners all over the world.

Because be it in a dining establishment or in the home, food is a ubiquitous presence that brings people together around the dining table – a backdrop for the incredible everyday, where discoveries and memories are made. In recognising that tableware is integral to the dining experience:

'Luzerne celebrates these everyday moments. Because we know that the everyday is something special. It's why we make premium tableware accessible. A part of everyday life. A familiar presence that recognises every day. Luzerne sets the table for this, your everyday best.'

"With these new, refreshing tableware collections, we aim to realise the magic and simplicity innate to the everyday moments that connect consumers around the world," says Elaine Lek, Head of the Global Brand Team at Luzerne.

Headquartered in Singapore, Luzerne can be found in over 40 countries globally with subsidiary offices in China (Shanghai, Xiamen, Dehua), the UK (London) and the US (Chicago). Ours is a network of more than 35 distributors and a production of over 28 million pieces annually by 800 craftsmen. In September 2015, the World Crafts Council (WCC) recognized Dehua, China – where our factory is based – as the World Ceramics Capital.

Learn more at www.luzerne.com



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