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For immediate release

LUZERNE SETS A NEW TONE FOR THE EVERYDAY

Luzerne has announced its renewed participation in Ambiente 2017 with some updates. Renowned for its Singaporean heritage and strong design ethos, Luzerne will premier its signature and handcrafted collections amongst other eminent tableware brands at Hall 4.2 for the first time.

To celebrate its entrance, Luzerne has collaborated with award-winning creative agency, TSLA (The Secret Little Agency) to conceptualise a new exhibition concept that would bring new inspiration to the table. Targeted at discerning and aspirational buyers, “The choice table” is a minimalistic backdrop that contemporises the dining scene today. With wall and table displays made from tactile and rustic materials, restaurateurs, hoteliers and homeowners will be invited to cast their individual preferences and curate their own pairings across Luzerne’s portfolio of products.

“As diners become more adventurous, it is important for restaurants to distinguish themselves by providing finer distinctions and new experiences. Through this interactive showcase, we believe Restaurateurs, Hoteliers and even Homeowners will appreciate the creativity and adaptability of Luzerne products,” said Ms. Elaine Lek, Head of Global Brand Team.

As Ambiente continues to be regarded as the forefront of innovation and trend in the consumer goods segment, Luzerne is also honoured to have its collections selected by the Trend Bureau for the Ambiente Trends Show next year. Taking place during the duration of the fair itself, this special presentation will focus on products that offer authentic design. The presentation will cover 4 themes: delicate structures, honest materials, notable shapes and jumbled pattern. Luzerne’s coloured series, Marble and Knit, are amongst the collections that will be featured in the show. This is a significant achievement for Luzerne as its handcrafted collections were introduced only this year.

For more information, please visit www.luzerne.com



About Luzerne

Drawing on over 70 years of tradition and knowledge, **Luzerne** designs and creates bespoke fine china for many of the world's highly regarded brands in the food, hospitality, retail and airline industries. Our wares are proudly made in Dehua, China, named World Ceramics Capital by the World Crafts Council. Our revolutionary bone ash free products are a testament to our environmentally friendly and culturally aware philosophy.

About TSLA

Since 2007, TSLA has been delivering change that has positively impacted businesses, creativity and culture in Asia. The agency was born and founded in Singapore, and now operates confidently across Asia through a series of custom-made networks, managed from its offices in Singapore, Hong Kong & Shanghai. TSLA does the best work with clients who are urgently seeking to reconcile the differences between good and great even if that means venturing beyond the comfort zones of logic, research and reason.

For media inquiries, please contact:

Genevieve Lee
Associate, Global Brand Team
Tel: 6593 9988
Email: brand@luzerne.com

For sales inquiries, please contact:

Leona Lek
Head, Global Sales and Development
Tel: 6593 9988
Email: sales@luzerne.com