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For immediate release

## **LUZERNE SETS THE TABLE FOR MEMORIES AND THE MODERN**

Come February 2018, Luzerne will be making another appearance at Ambiente in Frankfurt as a longstanding participant, further reinforcing its support for global trade shows of outstanding calibre. With over 70 years of well-established heritage, Luzerne will grace the event in its Everyday Best outfit with other distinguished brands in a trend-setting congregation.

While Luzerne's all-time favourites and signature collections will continue to feature at the Show, its newest collections — Tin Tin and Drizzle — are all set to make a grand appearance with two captivating background stories.

Memories construct the Everyday Best experience and Tin Tin, one of Luzerne's newest collections, makes a fitting statement. As enamelware swoops in for a surprise return to the market, Tin Tin remains at the forefront of this wave with its playful take on retro chic. Cloaked in a new sheen of gloss, this timeless classic reveals beautiful imperfections on the rim by dropping hints on the travails it has been through: from knocks in the kitchen to constant beatings by the egg whisk.

Making an equally grand entrance in Ambiente with its aforementioned counterpart is Drizzle, another of Luzerne's much-anticipated collection. With a pad-printed design that adds dimension to its smooth matte coupe shapes, Drizzle blends neutral, monochromatic shades with organic strokes. From memories to the modern, Luzerne's entourage at the 2018 edition of Ambiente is conceived to be a showstopper.

"Our strategic focus in Ambiente falls squarely on bringing out the Everyday Best experience with collections that evoke stories not just from celebrated restaurants but also from the humble kitchen. We made a visual impact at the 2017 edition with our interactive table displays and we are ready once more to elevate the brand on the international stage," says Ms. Elaine Lek, Head of Global Branding and Corporate Development, Luzerne.

For more information, please visit [www.luzerne.com](http://www.luzerne.com)



**Tin Tin**

**Drizzle**

**Prism**

## 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 Ambiente

The key venue for all the latest products, with unique events and the most important trends: Ambiente in Frankfurt is the leading international trade fair for the consumer goods industry. With its Dining, Giving and Living product areas it covers the entire market, including special themes such as contract business, horeca and sourcing.

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