

PRESS RELEASE

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*Introducing Sophie Conran for Portmeirion Blue & White Collection –
serveware and dinnerware in a blend of vintage inspired blue and white
patterns*



New York, October 2014 – Portmeirion® Group leads the blue and white trend in dinnerware with the debut of the Sophie Conran for Portmeirion Blue & White Collection, a mix of contemporary, vintage patterns inspired by traditional English spongeware techniques.

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An assortment of delicate, deep blue stamped patterns on a white, clean surface adorn each piece of the porcelain dinnerware and serveware collection. Available in 4 coordinating patterns, each with subtle differences, the timeless Sophie Conran for Portmeirion Blue & White Collection mixes and matches perfectly with other patterns, such as Sophie Conran for Portmeirion White and new Sophie Conran for Portmeirion Grey Collection.

“Our Sophie Conran Blue & White collection is designed to add a touch of warmth and elegance to everyday dining,” states Wendy Motlaq, corporate vice president for Portmeirion Group. “The collection’s sophisticated style makes it appear as if they were found in an antique shop – giving a vintage, heirloom feel to the entire table.”

Each available in an assortment of patterns, pieces in the Sophie Conran for Portmeirion Blue & White Collection are dishwasher safe, microwave safe and freezer safe. The Collection includes the following:

- The **12-piece starter set** of 4 dinner plates, 4 salad bowls, and 4 mugs (sale price \$149.99) is perfect for everyday dining and entertaining.
- The **7.25” cereal bowl** is perfect for enjoying soup or cereal (sale price \$49.99). Available in sets of 4.
- The **5.5” Footed Bowl** (sale price \$29.50) adds an elegant touch to ordinary meals.
- The **11.25” Medium Salad Bowl** (sale price \$35.00) or **14.5” Medium Oval Platter** (sale price \$45.00) will help bring family favorites to the table.
- The **1.5-pint Medium Pitcher** (sale price \$24.00) is a stunning way to serve water or cocktails.

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For more information about Sophie Conran for Portmeirion Blue & White Collection, or any Portmeirion Group product, [visit www.portmeirion.com](http://www.portmeirion.com)

About Sophie Conran

Sophie is a celebrated food writer, daughter of Sir Terence Conran and Caroline Conran. When she's not looking after her two children, you'll probably find her in the kitchen, testing out new recipes or cooking delicious feasts for her family. "I believe in enjoying every moment and in creating a beautiful world around you and your family, with warmth, simplicity and love."

About Portmeirion Group

Portmeirion was founded by legendary ceramic designer, Susan William-Ellis in Stoke-on-Trent, England in 1960 and has remained at the forefront of contemporary design ever since. Portmeirion is part of the Portmeirion Group which encompasses the Portmeirion, Spode, Royal Worcester and Pimpernel brands. Renowned for its tableware, cookware and gifts, Portmeirion Group provides consumers with beautiful and unique collections made to the highest standard that can be used and enjoyed every day. www.portmeirion.com. For updates follow Portmeirion Group on social media.



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