

PRESS RELEASE

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Introducing Ted Baker Casual Collection from Portmeirion

Group – tableware that makes a fashion statement every day



New York, NY– April 2015 – Fashion takes a seat at the table with the introduction of Ted Baker Casual Collection from Portmeirion Group. Never

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one to save the “best” for special occasions, Ted Baker has threaded his signature prints with iconic Portmeirion silhouettes to create this stylish casual collection of handcrafted ceramics.

“The Ted Baker Casual Collection is a modern highly functional range which takes its design inspiration from Ted Baker’s men’s shirt fabrics. The various blue, black and yellow colors make for a striking table presentation,” states Wendy Motlaq, Corporate Vice President of Portmeirion Group USA. “They complement each other and coordinate perfectly.”

Inspired by the Ted Baker Spring/Summer 2015 apparel collection, the collection of plates, bowls, mugs, snack plates, coasters and placemats are decorated with detailed motifs from menswear. Global in its appeal, the pieces are named from old and new streets and locations in London.

Microwave and dishwasher safe, Ted Baker Casual Collection dinnerware and serveware items come in a lidded gift box. Items in the collection include:

- 4 Piece Set (10.5” Dinner, 8” Salad, 6” Cereal Bowl and 12 oz. Mug).

Available in Langdon Blue and Langdon Black sets. Sale priced at \$49.99.

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- 12 oz. Mug and Coaster Set. Available in four patterns: Malton I, Malton II, Malton III and Malton IV. Sale priced at \$19.99.
- Set of two 3 oz. Espresso Cups and Saucers. Available in two blue and teal blue patterns: Ancona I and Ancona II. Sale priced at \$24.99.
- Set of two 10 oz. Stacking Mugs. Available in four patterns: Balfour I & II, Balfour III & IV, Balfour V & VI, and Balfour VII & VIII. Sale priced at \$24.99.
- Egg Cup and Snack Plate. Available in Blanchard Blue and Blanchard Black. Sale priced at \$29.99.

To complete the table, placemats (set of 4) and coasters (set of 6) in the Langdon design are also available. For a formal look, consider the 41-piece bone china dinnerware range, Ted Baker Portmeirion Rosie Lee. For more information, visit www.portmeirion.com.

About Ted Baker

Ted Baker is one of the UK's fastest growing leading lifestyle brands. Since 1988, the brand has grown steadily from its origins as a single shirt specialist store to a global lifestyle brand offering menswear, women's wear, accessories and everything in between. A quintessentially British brand, Ted Baker is

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famous for its quirky yet commercial fashion, high quality design detail and its distinctive use of pattern and color. The brand's unconventional approach to fashion and irreverent sense of humor appeals to style-conscious men and women who trust Ted to deliver that certain something out of the ordinary. Protecting the ethos and persona for which they have earned an enviable reputation, causes them to always ask the question...."Would Ted do it that way?" <http://www.tedbaker.com/us/>

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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