

PRESS RELEASE

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*Portmeirion introduces Ted Baker Rosie Lee: A vintage floral fine bone china dinnerware collection inspired by today' s fashions*



New York, NY – April 2015 – Award-winning tableware manufacturer, Portmeirion® Group, and leading fashion house, Ted Baker, have together created Rosie Lee, a beautiful fine bone china dinnerware collection. This

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spectacular collaboration between two iconic British brands puts the fine into dining using Ted Baker's signature prints.

Inspired by the Ted Baker Spring/Summer 2015 apparel collection – a selection that bursts into life with flashes of bold prints, strong textured fabrics and vivid colors – Ted Baker Portmeirion Rosie Lee is a nod to vintage floral patterns, colors and shapes.

"From the beginning Portmeirion has pushed the boundaries of the tabletop category," exclaims Wendy Motlaq, corporate vice president of Portmeirion Group USA. "When Susan Williams-Ellis launched her ground breaking Botanic Garden design in the 1970s it featured mismatched dinnerware before any other manufacturer. Ted Baker has done the same and shaken up the fashion world. The creation of Rosie Lee is a natural combination for Portmeirion and Ted Baker."

The formal Rosie Lee floral pattern features large roses in muted pastel tones of pink, mint, lemon and lilac, on a mixture of white, black or pastel backgrounds. Dragonflies dance around the whimsical design. Rosie Lee is Cockney Rhyming slang for tea and the collection is indeed perfect for

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creating an afternoon tea or a formal dinner party. The 41-piece bone china collection is hand gilded with 22-carat gold and presented in stunning gift packaging.

Items in the Ted Baker Portmeirion Rosie Lee collection include:

- 5 Piece Set (Dinner, Salad, Bread & Butter, Teacup & Saucer - White)
- Dinner Plate (White)
- Salad Plate - Set of 4 Assorted Patterns: Mint, Black, Lemon and Lilac
- Salad Plate (White)
- Bread & Butter Plate (White)
- Rimmed Soup Plate (White)
- 6" Cereal Bowl - Set of 4 Assorted Colors: Mint, Black, Lemon and Lilac
- 5" Bowl - Set of 4 Assorted Colors: Mint, Black, Lemon and Lilac
- Teacup & Saucer - 5 colors: Mint, Black, Lemon, Lilac and White
- Espresso Cup & Saucer - 4 colors: Mint, Black, Lemon and Lilac
- Footed Mug - 4 colors: Mint, Black, Lemon and Lilac
- Beverage Pot – 11" 44 oz. reminiscent of the Portmeirion classic Totem Pot design (White)
- Teapot (White)
- 10 oz. Tea for One (White and Black)

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- Tea Strainer (White)
- Covered Sugar Dish (White base with Black lid)
- Cream Jug (White)
- 12" Footed Cake Stand (White base with Black cake area)
- 8" Covered Starter Dish (Black base with White lid)
- Covered Butter Pat (White)
- 10" Centerpiece Bowl (White)
- 12" Oval Platter (White)

The Ted Baker Portmeirion Rosie Lee collection suggested retail price ranges from \$14.99 to \$149.99. A 22-piece porcelain giftware and dinnerware range, Ted Baker Casual, is also available. For more information, visit [www.portmeirion.com](http://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 famous for its quirky yet commercial fashion, high quality design detail and its

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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](http://www.portmeirion.com). For updates follow Portmeirion Group on social media.



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