

**PRESS RELEASE**

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*Portmeirion® Group announces new retail website for the U.S. market, new social media channels and the 75th anniversary of the Spode® Christmas Tree Collection.*



New York, NY July 2013 - Portmeirion Group announces the launch of its new U.S. retail website [www.portmeirion.com](http://www.portmeirion.com); along with new social media channels for [Facebook](#), [Twitter](#), Google+ and Pinterest. The introductions are timed to coordinate with the 75<sup>th</sup> anniversary celebration of the Spode Christmas Tree collection – available September 2013.

“Until now, Portmeirion, Spode, Pimpernel® and Royal Worcester® collectors would have to search various online sources to purchase our collections,” states

Wendy Motlaq, Corporate Vice President of Portmeirion Group. “Our new U.S. website will be a priceless resource, gathering all our collections in one easy-to-use shopping experience. We also look forward to engaging with our fans and collectors through social media – keeping them informed of new introductions and learning more about their interests.”

## **Spode Christmas Tree 75th Anniversary**

Loved for its nostalgia and warm recollections, Christmas Tree is one of the world's best-known holiday designs since its introduction in 1938. This season, Spode celebrates its 75th anniversary with wonderful new introductions for collectors starting in September 2013. Christmas Tree adds a distinctive charm to every table - celebrating traditions and creating memories. 80 new fine porcelain items are available through [www.portmeirion.com](http://www.portmeirion.com) from \$9.99 to \$149.99.

## **About Portmeirion Group**

A significant force in the homewares industry, the Portmeirion Group, encompasses the Portmeirion, Spode, Royal Worcester and Pimpernel brands. It is a market leader in high quality and innovatively designed tableware, cookware, giftware and tabletop accessories. [www.portmeirion.com](http://www.portmeirion.com)

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