

PRESS RELEASE

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Portmeirion Group introduces coupe shape dinnerware and anniversary mug collection to celebrate 10 years of Sophie Conran for Portmeirion

New York, NY – April 2016 – Portmeirion® Group celebrates the 10th anniversary of the Sophie Conran for Portmeirion Collection with the introduction of new white coupe shape 3pc dinnerware set, a collection of assorted mugs and 4 holiday ornaments. The classically organic white dinnerware in combination with a trendy new mug collection allows consumers to mix and match in pure Sophie style – celebrating a decade of beautiful elements for casual living.

“For the past ten years, acclaimed designer Sophie Conran and Portmeirion have worked together to create beautiful dinnerware, tableware and accessories for modern living,” states Wendy Bryan, corporate vice president of Portmeirion Group USA. “A success from the very beginning, the Sophie pieces continue to be a leader in bridal registries. Our new coupe shapes and mug designs, with their fluid organic designs, are a natural continuation of the collaboration and an ideal way to celebrate our anniversary.”

Great for casual dining or entertaining, the new Sophie Conran for Portmeirion coupe shape pieces offer a clean and elegant look in a 10.5” dinner plate, an 8.5” salad/dessert

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plate and a 8” bowl. The finely crafted porcelain collection is designed with a gentle slope on the edge and a large white surface area that allows food to take the spotlight when plated. The rimless profile creates a seamless design that matches the fluid, organic shapes of other pieces in the Sophie Conran Collection. The 3-piece place setting is sale priced at \$39.99 and mugs and holiday ornaments priced at 19.99.

The 10th Anniversary Sophie Conran for Portmeirion Mug collection lets consumers layer in color with Sophie Conran White in an unexpected way. Each 10-ounce Honey-pot shaped mug has a white exterior while the inside is coated with in one of four pastel colors: Mulberry, Celadon, Pink and Sunshine (sale price \$19.99). The collection also includes 2 coordinating striped mugs: a 12-ounce banded tall mug and a 19-ounce large tankard. Mugs are sold individually and sale priced at \$19.99.

Every piece in Sophie Conran for Portmeirion collections is available in beautiful eye-catching packaging and is ideal for gift giving. For more information about Sophie Conran for Portmeirion, or any Portmeirion Group product, visit www.portmeirion.com.

About Sophie Conran

Sophie Conran 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.”

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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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