

PRESS RELEASE

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Sophie Conran for Portmeirion White Oak and Blue Oak Collections Reflect Contemporary Design and Traditional Artisan Values



New York, NY – October 2018 – Award winning tableware manufacturer, Portmeirion® Group, debuts the relaunch of Sophie Conran Oak for Portmeirion, keeping the stylish sleek original look and adding a new color. White Oak and Blue Oak feature a refined hand carved texture on organic shapes and echo the beauty of nature and the spirit of the human hand.

Taking inspiration from the English countryside, White Oak and Blue Oaks' finely crafted porcelain dinnerware and serveware collections are perfect for everyday living as they are dishwasher, microwave, oven and freezer safe.

The White Oak collection of dinnerware and accessories can be accented with the Blue Oak dinnerware to create a timeless mix and match. Prices range from \$9.99 to \$59.99. Items in the White and Blue Oak collection include 4 Piece Place Setting (composed of 11" Dinner Plate, 8.5" Salad Plate, 6.5" Bowl and 12-ounce Mug), 5.5" Ice Cream Bowl, 9" Pasta Bowl and 15-ounce Mug. White Oak serveware includes 13" Round Platter, 9.5" Deep Bowl, 12" Serving Bowl, 14" Roasting Dish, 5.5pt. Casserole, 3 pt. Pitcher, Teapot, Sugar and Creamer.

For more information on Sophie Conran for Portmeirion White Oak and Blue Oak collections, or any Portmeirion Group product, visit www.portmeirion.com

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About Sophie Conran

Sophie is a celebrated food writer, daughter of Sir Terence Conran and Caroline Conran. When she is 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 a leader in contemporary design ever since. Portmeirion is part of the Portmeirion Group which encompasses the Portmeirion, Spode, Royal Worcester, Pimpernel brands and the home fragrance and candle company, Wax Lyrical. Renowned for its tableware, cookware and gifts, Portmeirion Group provides consumers with beautiful and unique collections made to the highest standards that can be used and enjoyed every day. www.portmeirion.com.

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