



February 2009

Ambiente, Frankfurt

Hall 10.4: Walkway A Stand: 75

Royal Albert Line Extensions

It is not often that a brand reaches a landmark as significant as 100 years, which is why Royal Albert – known for its quintessentially English floral style – has chosen to mark ten decades of the company with a very special collection of fine bone china tea ware.

The new Royal Albert 100 years collection features ten charming designs, all of which have either been taken directly from or been inspired by designs produced by the British brand over the past ten decades (1900's through to 1990's) and many of which feature the delicate florals with which Royal Albert has become synonymous over time.



Duchess



Poppy

Appealing to Royal Albert's loyal customer as well as to the younger generation of which an increasing number are turning to floral – inspired imagery, this collection encapsulates each decade through distinctive pattern and design.

Building upon the success of the tea ware sets, the new lines include bone china hostess sets, 16cm plates, sandwich tray, regal tray, two tier cake stands and three piece tea sets.

All line extension products are made from bone china and feature a lavish 22carat gold trim. The products are all beautifully packaged in Royal Albert pink hatboxes.

Product List

16cm Plate
Bread and Butter Plate
2 Tier cake stand
Regal Tray
Hostess Set
Three Piece tea set.

ENDS

For further information please contact:
Sarah Williams,
Royal Doulton.
Telephone: +44(0)1782 404143
Email: sarah.williams@royaldoulton.com