



Press Release

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ROYAL ALBERT CELEBRATES A CENTURY OF DESIGN

Introducing '100 Years of Royal Albert'...Celebrating 10 Decades of English Craftsmanship

New York, NY - Royal Doulton today announced the international launch of the **100 Years of Royal Albert** collection, celebrating a century of English craftsmanship through ten patterns representing design trends of each decade of the 20th century. Royal Albert's success dates back to the late 1800's, and the new collection celebrates the brand's vitality, longevity and rich design history. The collection features all bone china with 22 karat gold accents on teacups, saucers, plates, mugs, teapots, creamers, sugar bowls and figurines. Every pattern included in the collection captures the true historical design statements and trends of each time period. Featuring Royal Albert brand signature delicate florals in many of the patterns, all items from the 100 Years of Royal Albert collection are packaged in unique deep pink and burgundy Royal Albert hatboxes with illustrations of all ten patterns.



"Throughout the 20th century, Royal Albert proved its style, versatility, and durability to a vast range of consumers worldwide," said Royal Doulton North American President and CEO Art Bylin. "The impressive design history and the significance of this brand is evident in its appeal, and the ten patterns featured in the 100 Years of Royal Albert collection will become modern classics for many decades to come."

The patterns for each decade are unique and reflective of each period's popular designs and international events:

- 1900 Regency Blue:** reminiscent of turn-of-the-century English Regency design, with rich cobalt blue and deep maroons, highlighted with gold accents.
- 1910 Duchess:** echoing the Regency style and adding Royal Albert's signature roses to a solid black background that suggests the somber mood of a nation during wartime.
- 1920 Spring Meadow:** featuring spring flowers on a cream background to reflect the optimistic era following World War I.
- 1930 Polka Rose:** highlighting the popularity of the Art Deco style, polka dots cover an apple-green ground color with a single rose in the center of the saucer.
- 1940 English Chintz:** with an all-over pattern of delicate roses and forget-me-nots against a crackle background, typical of the chintz styles of the decade.
- 1950 Festival:** featuring bold blue harebells on a soft blue background, signifying the re-birth of a post-war nation and the coronation of Queen Elizabeth II.
- 1960 Golden Roses:** from the decade that introduced Royal Albert's best-loved pattern, Old Country Roses, showcased here in gold on a pink background.
- 1970 Poppy:** reflecting the decade's 'flower power' spirit with bright coral orange and yellow colors.
- 1980 Holyrood:** featuring a majestic and formal burgundy and gold border that echoes the era of wealth and power dressing.
- 1990 Harrington Lane:** combining two popular designs of the decade – Lilac Lane and Harrington – to create the stunning pattern of lilac florals on a soft lilac background.

Each decade's pattern is offered in a three-piece dessert or breakfast set of teacup, saucer, and plate. The collection also features a three-piece tea set of teapot, creamer, and sugar in the 1940 English Chintz pattern, and two assortment sets featuring five teacups and saucers in the 1900–1940 or 1950–1990 patterns. Figurines for each decade round out the collection.

Named in honor of Prince Albert, Royal Albert's designs are based on traditional English gardens. The success of the Royal Albert brand is attributed to the high quality and durability of its products, as well as their broad consumer appeal. Royal Albert accounts for nearly 20% of the entire global market for English bone china, and is exported to 53 countries around the world. For further information, please visit www.royaldoulton.com.

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