

ROYAL DOULTON

LONDON 1815

CHARLENE MULLEN

London's Calling Charlene Mullen for Royal Doulton

Royal Doulton has teamed up with London-based homewares designer **Charlene Mullen** to create a collection influenced by her widely recognised 'blackwork' and 'scenic' embroidered textiles. With a combination of the soft geometric 'Foulard Star' pattern and stand-out 'London Calling' scenes, Royal Doulton proves once again that British design is at the heart of the brand.

At the core of the collection is the 'Foulard Star' design that is available as open stock as well as in 16-piece boxed sets. The striking hand-drawn pattern offers a subtle yet impactful design with Charlene's unique signature accent of red featuring on each piece.

In addition, sets of 4 tea plates and 4 mugs feature accent patterns with Charlene's bolder hand-drawn designs. The mugs have red silhouettes of a fox, swan, cockerel and bird sitting just inside each piece (pictured right) – elements Charlene was keen to include as each animal has at some point featured on an historic Royal Doulton backstamp.



Charlene Mullen by Royal Doulton "Blackwork" Set of 4 Mugs RRP \$59.95.

Splashes of Charlene's signature red colour are present across the collection, as she explains: "I think it's really important with my designs to have an element of surprise and fun, so there are little hidden 'secrets' that add to the story. Every one of my designs has a dash of red, and in the scenic designs, if you look closely, you'll see birds, a cat and a little red bus."

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'London Calling', Charlene's famous scenic design, highlights London's most iconic landmarks in a stylishly unique way. The scene runs right across four display plates and captures the story and atmosphere of London perfectly. The London Eye, Gherkin, Tower Bridge and the Tower of London are all present but the scene also has tiny details. A little red bus, St. George's flag and even a helicopter are included so something different stands out each time you look at it. The 'London Calling' scenes also feature on the serving bowl with a condensed version on the serving platter.

Since 2008, Charlene Mullen has successfully combined her knowledge of print and fashion to carve her place as a leading homewares designer specialising in textiles and embroidery. On her foray into ceramics with Royal Doulton, Charlene comments: *"It's been really exciting to work with Royal Doulton and see how my designs translate on ceramic - it's the perfect medium to work with when putting several different patterns together into one collection."*



Charlene Mullen by Royal Doulton 'London Calling' Large Platter 32cm RRP \$69.95, 'Foulard Star' 27cm Plate \$19.95, 22cm Plate \$15.95, 16cm Plates sold in sets of 4 "Blackwork" \$39.95 set.

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About WWRD:

WWRD is the leading provider of luxury home and lifestyle products worldwide. WWRD manufactures, distributes and sells well-recognised brands including Waterford, Wedgwood, Royal Doulton, Royal Albert, and Johnson Brothers. WWRD maintains unique licensing arrangements with some of the most high-profile innovators in the home and lifestyle market, including Vera Wang, Jasper Conran, Monique Lhuillier, John Rocha, Gordon Ramsay, and Donna Hay. WWRD products are distributed through premium department stores and independent retailers and wholesalers around the world, including the United States, the United Kingdom, Japan, Canada, Australia and Ireland. The company employs more than 4,000 people worldwide.

About Charlene Mullen:

Charlene Mullen is a London-based homewares designer specialising in textiles and embroidery. From her training in both illustration, print and an established career in the fashion industry, she has successfully turned her talents to designing luxury homewares. Since the launch of her studio in September 2008 at 100% Design where she made the best newcomer list, she has won international acclaim having work shown in London, Paris, Milan and New York as well as being featured in leading interior design publications worldwide.



**Charlene Mullen "London Calling" 22cm Plates
\$15.95 each or as a set of 4 Plates or Mugs \$59.95**

Charlene Mullen by Royal Doulton will be available mid August online at royaldoulton.com.au, or in Myer, David Jones and selected independents. For enquiries please contact 1300 852 022.

Further Information:

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