

WEDGWOOD

ENGLAND 1759

Latest Floral Catwalk Trends Enter The Home

Wedgwood Butterfly Bloom collection introduces an extended range of afternoon tea essentials, table top items and decorative vases designed to bring the latest floral catwalk trends into the home.

Butterfly Bloom embraces the delicate floral trends and romantic revival dominating the runway collections at the spring/summer 2013 shows; and from the current resurgence of fashionable afternoon tea. The exquisite extensions to the Butterfly Bloom range continues to feature the signature pastels and vintage floral patterns that have proved popular in the original collection, with new signature pieces to complete the perfect quintessential English afternoon tea experience.

Some key additions to the collection include **5 piece place setting RRP \$249.00, 3 Tier Cake Stand RRP \$199.00, vintage style Teapot \$229.00, Mug \$69.95**; all beautifully adorned with the signature floral pattern that makes Butterfly Bloom the perfect choice for any fashion conscious host looking for a truly indulgent and elegant afternoon tea experience, elevating the ordinary into something wonderful.



Wedgwood looks to tea-drinking heritage with the fabulous fondant pink, powder blue, lemon and spearmint green, showcased throughout Butterfly Bloom designs, inspired by Regency era day-dresses when tea-drinking first became a fashionable social event. The soft pastel tones retain their relevance, proving a key colour palette for the coming season with the likes of Mulberry and Erdem utilising the soft seasonal shades.

Butterfly Bloom is the perfect partnership of heritage and fashion offering classical design balanced with a product offering developed for modern tastes and lifestyle; perfect for that indulgent moment at any time of the day.

Available in David Jones, Myer and upmarket Independents, for enquiries please contact 1300 852 022 or www.wedgwood.com.au.

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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 3,000 people worldwide.

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