

Press release

## Tafelstern: Patterns for Pure Style set new standards

Selb, February 2009. Impressive colours and extraordinary effects: with a total of six different patterns for the **Pure Style** concept, TAFELSTERN • professional porcelain is setting new standards in the world of table culture. Whether simplistic or extravagant, nostalgic or modern, the new patterns offer gastronomes a multitude of opportunities for the creation of distinctive table settings and harmonise perfectly with the linearity and formal clarity of the **Pure Style** flatware range.

### An interplay of contrasts

Although low key, the floral pattern **Chrysantheme** maintains its own presence and acquires a certain charm thanks to its contrasting surface structures: matt metallic blossoms and leaves entwine over a background glaze in glossy grey. Stylistic representations of chrysanthemums, reminiscent of the Far East, are reinterpreted in earthy, stony tones and are displayed to particularly good effect on the broad rims of Pure Style.

### Pinstripes for plates

Finely drawn, circular lines in relief on the rims lend the **Animation** flatware pieces of the Pure Style collection a refined and restrained character. This pattern conquers the third dimension with its distinctive lines in varying strengths. The quiescent, graphic structure – in either white or neutral grey – appears plain, but in no way bland.

### Black and sexy: Caiman

The classy, crocodile skin look of the new **Caiman** pattern is an absolute eye-catcher. The black, crocodile skin structure lends not only the plates, but the entire table an incomparable air of extravagance and sets a sexy tone. **Caiman** is distinguished by irresistible haptic qualities – pieces that simply demand to be touched! With this pattern, Tafelstern embraces the latest interior design trends of black and leather.



### Gold for refined occasions

The **Glamour** pattern promises golden moments filled with sheer luxury and awakens memories of the Tales from One Thousand and One Nights. Its unusual gold-copper tone creates a warm, metallic look and lends additional refinement to any dish. The structure appears brushed and creates a particular impression with its functionality: the surface is completely resistant to fingerprints on the rims.

### The restrained glory of bamboo

Only diamonds glitter more beautifully. The **Tanakae** pattern relies on the timeless beauty of white – in combination with a glittering finish reminiscent of crystals. As an ideal complement to **Showpieces** from Tafelstern, restrained bamboo leaves in white decorate the rims to create a neutral overall colour effect that, nevertheless, brings glamour to every table setting. Plates to bring a sparkle to every dish!

### Nostalgic charm

**Lace** brings a romantic touch to every table. Like a piece of delicate lace, the fanciful floral relief decorates the rims and harmonises perfectly with the otherwise linear forms of **Pure Style**. The vivid nature of the relief is enhanced by the grey of the underlying glaze, bringing the look of creative craftsmanship to the fore in a particularly effective manner.



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