

*Bjørn Wiinblad*

Press Release Autumn 2018

## Wiinblad's Christmas Table Setting

Bjørn Wiinblad was a true bon vivant. He loved flickering candles, good food, good company and the joy of giving – precisely what Christmas is about. That's why the Bjørn Wiinblad Denmark collection includes Guirlande, an authentic Christmas dinnerware set that exudes modern Nordic tradition through its combination of snow-white porcelain and red drapery. The dinnerware provides the perfect backdrop for luncheons, cosy Advent get-togethers or Christmas dinner and in honour of Wiinblad's 100-year anniversary this year, a few new treats have been included: Guirlande is accompanied by an indispensable serving dish and tealight holders to set the mood – there is even a matching porcelain bird that will find plenty of decorative perches all around your home.



Red is the colour of Christmas, but it's also synonymous with love, passion and warmth, making this seasonal trend colour perfect for Bjørn Wiinblad's heart-warming artwork and fairytale brush strokes. Throughout his life, Wiinblad constantly referenced the colour red in, for example, the way he depicted the changing of the seasons. And in the Guirlande porcelain dinnerware set, a seasonal combination of form and function has been achieved that is in a class of its own.

Created specifically for the many festive occasions and table settings of the Christmas season, Guirlande's deep-red drapery decorated with rhombuses, golden baubles and darting snowflakes set the stage for the

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individual dinnerware pieces, lending just the right atmosphere to mugs, plates, bowls and serving bowls even before they arrive at the table.

A true Christmas table setting is not perfect until it is lit by clusters of flickering candles of differing heights. Therefore, a decorative round tealight holder has been added to the range as well as a rectangular serving dish that provides a classically charming, yuletide vessel for home-baked Lucia buns, rustic salads or roast pork.

### **Ready-to-go Christmas decorations**

Bjørn Wiinblad's world of motifs was full of birds. So, it is no surprise that Bjørn Wiinblad Denmark is now introducing a Christmas decoration design that deviates a little from our classic hearts, cornets and stars. The new "bird decorations" are inspired by Wiinblad's artsy home and his studio, where the naïve *Flying Bird* brought a touch of nature indoors all year around. For the month of Christmas, Wiinblad's original blue birds have been dressed in red plumage, and they are perfect to decorate the tree, wreaths, door handles and window panes. Or as a delicate addition to giftwrap presents that deserve an extra little touch.

Guirlande Tealight Holder (H: 5 cm) and Serving Dish (40 cm x 23 cm) in white porcelain with red and gold painted accents are priced at EUR 13.95 and 47.95, respectively (RRP)

Flying Bird (H: 7 cm) in white porcelain with red painted details and a white silk strap for hanging is priced at EUR 17.95 (RRP)

The new Bjørn Wiinblad Denmark products will be available from mid-September.

Guirlande mugs, plates, bowls og serving bowls are already available at prices from EUR 15.95 to 46.95 (RRP)

Photos and press releases can be downloaded from [www.bjornwiinblad-denmark.com](http://www.bjornwiinblad-denmark.com)

Call +45 4588 6633 to find a dealer in your location.

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