

Striking Arabian design adorns Villeroy & Boch's latest range

Villeroy & Boch's latest journey through the world's most famous coffee growing regions is to the Middle East with the introduction of the NewWave Caffè Colours of Arabia series.

Intricate Arabic design is the inspiration for the collection, combining decorative detailing with geometric patterns. The intense colour spectrum ranges from warm sandy tones to vibrant lilac, pink and gold - typical of Middle Eastern culture. NewWave Caffè Colours of Arabia consists of four themes, each reflecting a different aspect of Arabian heritage. Farida, Arabic for precious stone, is inspired by the magnificent tile work and fabulous colours of traditional Arabian mosaics. The pattern Munira, meaning radiant, reflects the architecture of the Middle East with an impressive mix of geometric patterns and artistic influences. Safa, translated as purity, is inspired by intricate wood carvings. The chosen style, colours and shapes result in an exceptionally striking design. Zaira, or rose, conveys elaborate wrought iron work, with its delicate floral finish reminiscent of a stylish window grille. Made from fine china, the series consists of a mug and both cappuccino and espresso cups with a matching party plate. Complementing the NewWave Caffè collection is a selection of decorative table and home accessories called Arabian Inspiration. Bringing a touch of Arabic culture into the home environment, the range consists of a vase, jars, trays, animal ornaments, candles, tealight holders and lanterns. NewWave Caffè Colours of Arabia and Arabian Inspiration are available from selected department stores and The House of Villeroy & Boch, Chatswood, NSW and Glenside, SA. Both can also be purchased online from Villeroy & Boch's e-Shop: [http://eshop.villeroy-boch.com/au/Cappuccino cup](http://eshop.villeroy-boch.com/au/Cappuccino%20cup) RRP \$47.95; Large party plate RRP \$49.95; Espresso cup RRP \$44.95; Small party plate RRP \$32.95; Mug RRP \$49.95. Consumer enquiries: 1800 252 770 or visit www.villeroy-boch.com Media enquiries: Juliet Fisher or Kristine Snell, Write Away Communication + Events Ph 02 9978 1400 or email juliet@writeaway.com.au; kristine@writeaway.com.au