



ASA SELECTION

Vases with object character: the collection "Ajana".

Its name "Ajana" means "the beautiful flower" in Ethiopian - and beautiful flowers come out perfectly in the "Ajana" series from Asa Selection. Mouth-blown, solid-colored glass, masterfully brought into clear lines, transforms these vases into objects with character. For many creative combinations, they are available in two slender sizes as well as in a slightly wider shape that can also be used as a lantern.

Due to the strength of their material and the particularly thick glass base, the vases "Ajana" look very noble, yet they are extremely stable. Because tastes and styles of living are different, they are offered in two different shades: in an elegant, smoky grey for a cool look and in amber, an amber-yellow for a warm impression. Trendy dried flowers look especially good in the amber-coloured vases.

Ajana grey

Vase

no. 88003 - ø 8 cm, h 22 cm, SRP: 19,90 Euro

no. 88004 - ø 10,5 cm, h 29 cm; SRP: 29,90 Euro

Vase/lantern

no. 88002 - ø 14,5 cm, h 18 cm, SRP: 42,90 Euro

PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

Ajana amber

Vase

no. 88013 - ø 8 cm, h 22 cm; SRP: 19,90 Euro

no. 88014 - ø 10,5 cm, h 29 cm, SRP: 29,90 Euro

Vase / lantern

no. 88012 - ø 14,5 cm, h 18 cm, SRP: 42,90 Euro

Reference: www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA SELECTION

Handmade crochet baskets

A beautiful addition to the successful collections "Coppa kuro" and "Coppa sencha" by ASA Selection are the authentic baskets, hand crocheted from cotton. With the elegant shades of black or ecru, they harmonize perfectly with the color scheme of these two series, but also allow many other combinations around the set table. With their three different sizes, they not only make themselves useful as a bread basket just as needed. In addition, they look absolutely stylish with their practical brown handle..

Crochet basket ecru

ø 26 cm, h 10 cm , no. 37882, SRP: 17,90 Euro
ø 20 cm, h 9,5 cm, no. 37881, SRP: 13,90 Euro
ø 17 cm, h 7 cm, no. 37880, SRP: 9,90 Euro

Crochet basket black

ø 26 cm, h 10 cm, no. 37892, SRP: 17,90 Euro
ø 20 cm, h 9,5 cm, no. 37891, SRP: 13,90 Euro
ø 17 cm, h 7 cm, no. 37890, SRP: 9,90 Euro

Reference: www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA SELECTION

Enjoy fondue or apéritif - with the "Coppa" series

Every cheese or meat fondue will be perfect when the table is set with the successful "Coppa" series from ASA Selection: This now includes a new aperitif plate, which is also suitable for fondue, a sauce boat, a bread plate, an etagere and a small bowl especially for this occasion. The other selection of plates, bowls and platters made of porcelain is also an invitation to creative enjoyment arrangements.

"Coppa", however, can be used not only for fondue, but also for other gourmet occasions. Snack plates and snack bowls, for example, are perfect for dips at an aperitif. ASA Selection has developed the aperitif plate especially for this purpose, which rounds off the series in a meaningful way. In addition to the design principle of a reduced, authentic language of form, "Coppa" knows how to convince with a well-considered and multifunctional product selection.

The clear, modern design of "Coppa" comes into its own with two restrained yet expressive colors. The glaze of "Coppa kuro" shows itself in a matt black, "Coppa sencha" convinces with a noble, finely structured ecru tone. Both series were awarded the Iconic Award 2021; Innovative Interior by the German Design Council.

Serien „Coppa kuro“ (black), „Coppa sencha“ (ecru)

Apéritif plate, ø 24,2 cm, h 1,6 cm, SRP: 21,90 Euro
bread plate, ø 15 cm, h 1,5 cm, SRP: 9,90 Euro
Etagere , h 23,5 cm, ø 21 cm, ø 15 cm. SRP: 49,90 Euro
Sauciere, 0,2 l, 9,8 x 7,5 cm, h 7,5 cm, SRP: 7,90 Euro
Bowl, ø 7,5 cm, h 3 cm, SRP: 3,90 Euro

Reference: www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA SELECTION

„Coppa sencha“ and „Coppa miso“

Design in its clearest form: This made **"Coppa sencha"** from ASA Selection a pioneering success series for the set table. The reduced and authentic design language of this porcelain stands confidently for an urban-inspired culture of enjoyment. All service pieces are multifunctionally tailored to the needs of a modern lifestyle.

The wide range of items for enjoying tea and coffee, bowls for snacks, muesli, desserts as well as Buddha bowls and various plates will be joined by meaningful additions in winter 2021: an etagere, a bread plate, a sauce boat and an aperitif/fondue plate.

The modern design language of "Coppa" finds its counterpart in the "Coppa miso" series. You don't see this gold-colored glaze with a slight green accent every day! With its smart appearance, "Coppa miso" fits very well with the other members of the "Coppa" family, which score points with the trendy glaze variants like "kuro", "sencha", "minto" and "nori". These surfaces are so-called reaction glazes that react individually with each firing.



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

Coppa miso

Teapot with stainless steel filter and wooden handle

1 l, 17,5 x 12,6 cm, h 14,5 cm, no. 19370

SRP: 39,90 Euro

0,6 l, 14,5 x 10,7 cm, h 12 cm, no. 19371

SRP: 35,90 Euro



Espresso cup with saucer

0,08 l, ø 6 cm, h 6 cm, no. 19011

SRP: 9,90 Euro

Coffee cup with saucer

0,25 l, ø 8,9 cm, h 7,2 cm, no. 19020

SRP: 14,90 Euro

mug

0,4 l, ø 9,2 cm, h 9,5 cm, no. 19100

SRP: 11,50 Euro

set of 2 teacups

0,2 l, ø 7,5 cm, h 7,5 cm, no. 19080

SRP: 11,90 Euro

snack bowl

0,25 l, ø 11 cm, h 5,2 cm, no. 19291

SRP: 7,90 Euro

cereal bowl

0,5 l, ø 13,5 cm, h 6,5 cm, no. 19290

SRP: 9,90 Euro



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

Buddha bowl

0,9 l, ø 18 cm, h 7 cm, no. 19293

SRP: 16,90 Euro

Sauce boat

0,2 l, 9,8 x 7,5 cm, h 7,5 cm, no. 19401

SRP: 7,90 Euro

Bread plate

ø 15 cm, h 1,5 cm

no. 19120 / 194

SRP: 9,90 Euro

Dessert plate

ø 21 cm, h 1,5 cm, no. 19140

SRP: 11,90 Euro

Gourmet plate

ø 22 cm, h 4,5 cm, no. 19250

SRP: 16,90 Euro

Dinner plate

ø 26,5 cm, h 1,6 cm, no. 19160

SRP: 16,90 Euro



Reference : www.asa-selection.com

PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA SELECTION

Shiny effects with cups "Linia" and candle holders in gold

Gold always looks precious and festive, gold shines at us. ASA Selection uses this effect for two new series that will bring shine and warmth to the ambience this winter: the "Linia" mugs with a new décor as well as noble multifunctional candle holders.

High-quality fine bone china with real gold décor makes the six versions of "Linia" jewels on the set table. Delicate golden lines present wintry motifs such as Santa Claus or a fir tree and convey small messages. A golden line running around the entire mug accentuates the soulful design.

Each mug is delivered in a gift box and can thus also become a Christmas gift that brings joy.

Mug „Linia“

Fine Bone China

ø 8,7 cm, h 9,4 cm, 0,35 l;

SRP: 12,50 Euro

Designs:

snowy day; no.18060

to the one I love; no. 18061

merry christmas; no. 18062

it's winter; no. 18063

stay warm; no. 18064

santa is coming; no. 18065



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

The new candle holder from ASA Selection is a wreath of lights of a different, very modern kind. Simple golden metal circles form out of two outer circles to four holders, which are designed for stick candles, pillar candles and tea lights. Various plates of many ASA Selection series can serve as a base: Ceramic plates as well as wooden plates. Well suited for MANY creative decorations - for example, with fir greenery, trendy eucalyptus branches or dried flowers.

Candle holder

multifunctional, gold coated

ø 24,5 cm, h 3,6 cm

no. 99500

SRP: 24,50 Euro

Reference:

www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA SELECTION

Handmade and unique: the new "Poké Bowls"

The food trend Poké, which is currently conquering the culinary world, originates from Hawaii. The new "Poké Bowls" from ASA Selection prove to be the perfect match for this hip one-pot food trend. They are also the perfect choice for salads, fruit, nibbles or sweet treats.

In addition to the functionality and the individual design of this series, their uniqueness inspires, because the "Poké Bowls" stand for real handwork. They are made with passion by experts in Portugal - the visible and perceptible turning troughs on the bowls also bear witness to their dedicated efforts. The authentic bowls are also unmistakably unique because their four different glazes react so differently with each firing that no two pieces are alike.

Poké Bowls

Ceramic, handmade
ø 18 cm, h 7 cm, 0,9 l
SRP: 16,90 Euro

tamari, no. 24350
quinoa, no. 24350
curaçao, no. 24350
ginger, no. 24350

Reference: www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA SELECTION

New glaze for "Saisons": "Saisons Eucalyptus".

With the "Saisons" dinnerware series, ASA Selection has successfully harmoniously combined people's desires for individuality, uniqueness and naturalness. The stoneware tableware in a classic minimalist design language convinces with original structures, matt tones and lively grains. In winter 2021, a new decorative color enriches the color spectrum of "Saisons": "Saisons Eucalyptus".

Eucalyptus branches can currently be found in almost every trendy decoration. They served ASA Selection as an inspiration for the new glaze, with which the "Saisons Eucalyptus" series perfectly matches the modern lifestyle. A restrained green tone with white components and a finely contrasted brown rim give three plate shapes and a bowl the current nature look. This impression is optimally reinforced by the skilful, emphatically simple design.

As different as the leaf shapes of the eucalyptus tree can be, as different can be the glaze when firing this stoneware. Since it is a reaction glaze, each piece becomes unique. The production of "Saisons Eucalyptus" takes place in Portugal. This is where a pleasure series is created that meets all the requirements of a tableware with class.



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

PRESSEINFORMATION
July 2021



bowl

15 cm, h 5 cm, no 27303

SRP: 9,90 Euro

Pasta plate

ø 21 cm, h 5,5 cm, no. 27231

SRP: 14,90 Euro

Dessert plate

ø 21 cm, no. 27141

SRP: 12,50 Euro

Dinner plate

ø 26,5 cm, no. 27161

SRP: 14,90 Euro

Reference: www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA SELECTION

"Sarabi" - the glass collection for drinking culture

The fascination for glass inspires ASA Selection again and again to modern collections, which put this unique material in a contemporary and individual light. The new "Sarabi" series also follows this principle. It presents noble carafes and glasses in two sizes each - perfect for the sophisticated drinking culture!

Thanks to their simple appearance, the objects in the "Sarabi" collection are suitable for any occasion. They are made of mouth-blown, solid-colored glass with round, soft shapes that look particularly harmonious and fit very well in the hand. Also contributing to the impression of harmony are the restrained yet impressive colors chosen for "Sarabi": a shimmering amber tone, a smoky grey and a soft green. The "Sarabi" carafes are delivered in an attractive gift box

Sarabi , mouth-blown glass, grey and amber

carafes

1,5 l, ø 14,5 cm, h 18,5 cm, no. 53500 und 53600, SRP: 36,90 Euro

0,75 l, ø 12 cm, h 15,2 cm, no. 53501 und 53601, SRP: 27,90 Euro

glass

0,4 l, ø 8 cm, h 13 cm, no. 53503 und 53603, SRP: 9,90 Euro

0,2 l, ø 8 cm, h 8 cm, no. 53502 und 53602 SRP: 7,90 Euro



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

Sarabi , mouth-blown glass, grey and green

carafes

0,7 l , ø 8,5 cm, h 22 cm, no. 53511 und 53711, SRP: 24,90 Euro

1,2 l , ø 9,8 cm, h 27 cm, no. 53510 und 53720, SRP: 34,90 Euro

glass

0,4 l , ø 8 cm, h 13 cm, no. 53503 und 53703, SRP: 9,00 Euro

0,2 l , ø 8 cm, h 8 cm, no. 53502 und 53702, SRP: 7,90 Euro

Reference: www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA Selection:

vegan coasters complement the "Soft Leather" placemats

Last fall, ASA Selection successfully launched the "Soft Leather" placemats. Now, as a practical as well as stylish addition, matching glass coasters made of soft faux leather are added - must-haves and fashionable accessories at the same time. Rings on wood or stains on the tablecloth are now a thing of the past. The vegan material feels wonderfully supple and are made completely without any animal materials.

Based on the color palette of the successful placemats, the new coasters are also available in beautiful natural shades. Whether charcoal-, earth- or limestone-colored, whether in a cool cork-, powder- or amber-look - everything harmonizes with each other. These coasters also look just as attractive in combination with the current glass designs from ASA Selection. Available as sets of four in an attractive gift box.

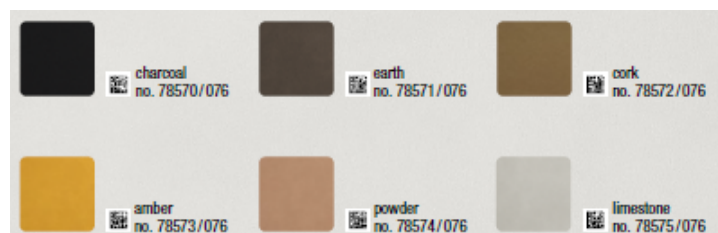
Coaster „Soft Leather“

Set of 4 coasters
vegan faux leather, 10 x 10 cm
SRP: 5,50 Euro

Colors:

78570 charcoal, 78571 earth, 78572 cork, 78573 amber,
78574 powder, 78575 limestone

reference: www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

ASA SELECTION

New effect glazes for "Doro" planters and "Ease" vases

A new play of colors at ASA Selection: Fine shades and unusual nuances make the glazes "Stone", a noble stone grey, and "Moss", a calm moss green, something very special. These noble tones look elegant and timeless on the planters "Doro" and the vases "Ease" with a modern design. Each of these simple and beautiful objects is made in Portugal and is unique in its finish - thanks to the reaction glaze, which turns out individually with each firing.

The "Doro" planters with foot are appealing both for their natural new color palette in effect glaze and for their thoughtful shape. Their extra height makes them particularly suitable for the popular hanging plants, providing the perfect stage for the green and flowering contents. In addition, the two sizes also lend themselves to be used as vases in which individual and creative arrangements can be displayed.

The classics of the four-part vase series "Ease" from ASA Selection also look extremely good with the trendy effect glaze in the colors "Stone" and "Moss". Together with beautiful bouquets of flowers, but certainly also solo, they provide a natural and warm look.

Serie „Doro“ (green, grey)

Vase / planter, h 19 cm, ø 16,5 cm, SRP: 29,90 Euro

Vase / planter, h 25 cm, ø 19,5 cm, SRP: 39,90 Euro



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org

Serie „Ease“

Vase, h 45 cm, ø 18 cm, SRP: 49,90 Euro

Vase, h 32 cm, ø 8 cm, SRP: 19,90 Euro

Vase, h 25 cm, ø 6 cm, SRP: 17,90 Euro

Vase, h 18 cm, ø 9 cm, SRP: 17,90 Euro

Reference: www.asa-selection.com



PRESSEKONTAKT:

Pressebüro Schiller-Hetzenecker /TrendXpress GmbH

Kaiser-Friedrich-Ring 14 – 40545 Düsseldorf – Mobil: +49 (0)170.491 3811 – Mail: i.schiller@trendxpress.org - www.trendxpress.org