



PRESS RELEASE

The fair in Paris coincides with celebrations for the brand's 70th year revolutionizing the world of porcelain, proving that it still continues to break molds and to expand its creative universe

Lladró unveils its new collections at Maison&Objet 2023

- *A world without limits: the brand unveils its upcoming launch from January 19 through 23, showcasing the diversity and uniqueness of the handcrafted porcelain designs in its various product lines.*
- *Many of its most innovative new creations are included in the Lighting category with a special mention for the Mokuren chandelier, designed by Naoto Fukasawa; contemporary sculptures inspired by the animal kingdom and highpoints of the Lladró New Concept catalogue; as well as exciting new figurines paying tribute to lovable characters like Grogu and Snoopy.*

Paris, January 19, 2023.- Lladró contemporary handcrafted porcelain arrives to Paris to surprise the design world yet again with its creativity. From January 19 through 23 in Maison&Objet, one of the world's major events for the design and decor industry, Lladró is revealing collections that are sure to capture the attention this coming spring–summer season.

The event also coincides with the beginning of a very special and meaningful year for Lladró, because in 2023 it is commemorating its first seven decades revolutionizing the world of porcelain. The brand will be unveiling new collections conceived as a celebration of beauty and imagination and at once celebrating 70 years writing the pages of a history marked by countless creations produced in porcelain, a natural material with incredible expressive potential. Pieces born from constant experimentation, the search for new forms, new colors and textures and new sources of inspiration.

The Lladró booth at the fair in Paris was designed by **Carmen Baselga Taller de Proyectos**, who chose a backdrop in sage green, one of the predominant shades in the brand's new concept store set to open shortly in New York, which was also conceived by the design studio from Valencia. The brand's space at Maison&Objet 2023 is divided into various sensorial *mini-scenes* in which craft coexists harmonically with new technologies as well as a "Lladró Experience" gallery, where choreographed lighting will guide visitors through the different Lladró product categories: *New Concept, Lighting* and *Heritage*.

MORE FUNCTIONAL LLADRÓ: LIGHTING AND HOME ACCESSORIES

Lladró continues exploring different paths in its various product categories: from iconic figurines that speak to the brand's legacy and capture the sensibility inherent to the art of porcelain, to functional designs in a contemporary style that evince the brand's mission to carry on revolutionizing the world of handcrafted porcelain. Especially worth highlighting among its many lighting creations for this new season is the **Mokuren chandelier**, the end result of a collaboration between Lladró and the Japanese designer **Naoto Fukasawa**, who has always worked in the area straddling craft and design. For this particular work he took his inspiration from the striking beauty of the flowers of the white magnolia, one of the best-loved trees in Japan and a symbol of eternal bonds, because it is one of those trees whose appearance has remained unchanged over the course of the centuries. In this singular design, tradition and modernity



go hand in hand in this new chandelier, just as the purity of the metal lines are seamlessly fused with the delicacy of handcrafted porcelain flowers.

Lladró is also unveiling the original **Hedgehog** lamps, available in versions with or without cord, and inspired by the shape of this cute animal. Its spines are here transformed into soft geometric volumes that play with the light thanks to the translucent quality of the matte white porcelain. In the cordless rechargeable version, the lamp is powered by a USB connection.

Functionality is also a feature shared with the new **Vases with Flowers**, which are presented in two color options: pink and blue. Both pieces, with pure simple lines, are crowned by a spectacular bunch of beautiful flowers which are the true protagonists. They are decorated in soft pastel pink, violet and green tones, with little details in deep pink and golden luster. This section is rounded off with **Macaw Vase (red, coral and gold)**, a contemporary vase dedicated to this popular bird from tropical rain forests.

GROUNDBREAKING HANDMADE DESIGNS WITH SOUL AND ANIMAL INSPIRATION

The list of cutting-edge pieces in Lladró *New Concept*, works coming from the constant dialogue between porcelain and design, is topped by collections inspired by nature and the animal kingdom, like **Flamingos (pink)**, a porcelain sculpture depicting a couple of flamingos with a thoroughly contemporary and evocative decoration. Lladró is also presenting **Turtles**, a series of pieces portraying stylized geometric turtles in different sizes, further enhanced by a contrast between the deep red of the shell and the purity of the white porcelain of the body.

These innovative works are joined by creations inspired by creatures from the sea like **Betta Fish**: thanks to porcelain's great plasticity, Lladró artists are able to capture the fish's delicate forms as they are swayed by the water and to reproduce all the subtle pearly nuances in its coloring. The *Kings of the Sea* collection, on the other hand, is expanded with **Lobster (blue) and Crab (red)**, two majestic designs with intense coloring that bring to mind the depths of the ocean.

Birds are also another inexhaustible source of inspiration for Lladró artists, and good proof of this can be seen in some of the leading collections in the *New Concept* category. **Owl (black-gold)** is the latest addition to the iconic *Boldblack* series, with a sculpture paying tribute to this enigmatic night-time bird with a powerful decoration in golden luster and matte black. On the other hand, **Starling I and II** are presented in different versions in black and purple, with their elegant compositions underscoring the beauty of their feathering and stylized figures, topped off by details in golden luster.

Lladró's new introductions in the *New Concept* category also include **Snake**, the latest member of the *Wild Soul* collection; **Lion Mask**, the newest launch in *Wild Nature*; and **Iridescent Panthers**, now joining the *Origami* collection with a striking finish.

GROGU and SNOOPY, TWO ADORABLE CHARACTERS JOIN THE SUCCESSFUL LICENSING LINE

Grogu, one of the best-loved characters from *The Mandalorian*, is portrayed in one of the latest creations by Lladró artists. Worth underscoring in this handcrafted porcelain creation is the sculptural work, which manages to achieve an incredible likeness with the character, and also the variety of decorative techniques employed. While the face, ears and hands are decorated with liquid colors, ideal for enhancing all the details etched on the skin, subtle pearlescent touches in soft stony grey and pink were used on certain areas. Other elements, like the clothing, use a painting and erasing technique that increases the effect of volume and depth. The intense gaze of **Grogu** by Lladró, ready to conquer the hearts of collectors and the legions of fans of the *Star Wars* saga, comes to life thanks to soft glazed touches.

At the same time, and continuing its fruitful agreement with Peanuts, Lladró presents **Snoopy Flying**. This piece faithfully portrays Snoopy in one of his most characteristic poses, dreaming of himself as a flying ace. The decoration is based on matte white porcelain, contrasting with the intense color of his scarf and glazed details.



The collaboration between Peanuts and Lladró has also led to the rechargeable **Snoopy Dome** lamp, again depicted as a flying ace together with his best friend Woodstock. *Snoopy Dome* is made using the lithophane technique, in which the light inside brings out the decoration etched on the surface and produces a warm welcoming decorative effect.

HERITAGE, EXPRESION OF LLADRÓ MASTERY

Some of the new *Heritage* creations are inspired by the boundless beauty of the animal kingdom with heartwarming scenes like **Mommy Panda**, made with absolute sculptural perfection in matte porcelain and decorated in stunning black and white that enhances the anatomy and texture of the pandas' coats.

Many other Lladró *Heritage* creations also connect with the natural environment. **Magic Nature**, limited to just 3000 units, is a limited edition in which the realist representation of the human figure reaches new heights thanks to a true display of detail and delicacy. A beautiful angel and a butterfly become a symbol of the magic and mystery of nature. In this same conceptual line, the 2023 annual piece recovers the virtues of the best Lladró classics: the serene beauty of **Nature Nymph** transports us to the realm of fantasy and legend. Other must-have figurines in the *Heritage* range, like **Romance on the Lake**, speak of universal sentiments in a subtle decorative language that accentuates the sculptural ability of Lladró artists.

The latest addition to High Porcelain, the category encompassing Lladró's greatest challenges in porcelain, is a sublime creation in a limited edition of just 500 units. **Spanish Pure Breed - Haute École** portrays with utmost faithfulness and anatomical precision one of the world's most prestigious horse breeds. In this spectacular demonstration of control over sculpture, this beautiful creature is elegantly executing a courbette, one of the classic *haute école* dressage movements. Equally worth underscoring in this exquisite work is the decoration: all the harnesses, the headstall, the breast collar, the saddle and the saddle blanket are richly decorated with golden luster, while the bits and stirrups are made in gold-plated brass and the reins and stirrup straps are made in natural leather. The intense blue and gold that dominate the coloring of the adornments contrast with the whiteness of the horse's coat, replicated with an extraordinary degree of detail, further enhancing the sensation of realism.

CLASSICAL LEGACY AND CONCEPTUAL EXPERIMENTATION: THE BRAND'S TWO MAJOR FACETS, REPRESENTED BY TWO COMMEMORATIVE DRAGONS

Lladró's parallel roads of tradition and innovation are different sides of one single creative journey and the expressive capacity of its artists, true masters in craft, sculpture and design who have been revolutionizing the world of porcelain for decades. To pay tribute to this incredible artistry and know-how, Lladró presents two magnificent dragons that respond to different yet complementary aesthetic concepts, underscoring the sheer diversity of the brand's work. Two imposing creations of a mythical creature charged with symbolism —both in limited editions of 777 units— celebrate seven decades of Lladró's great professional, artistic and human journey, an adventure that has left its mark on the field of porcelain thanks to its impact, success and reputation worldwide.

Protective Dragon (gold) is conceived from the optic of Heritage, showcasing the brand's renowned ability to capture the expression of sentiments, traditions and cultures. This High Porcelain creation, the category showcasing the maximum expression of quality and virtuosity of Lladró artists, is dominated by golden luster and the hundreds of scales minutely painted by hand one by one. On the other hand, **Origami Dragon**, included within New Concept, the category embracing the brand's more cutting-edge creations, takes an innovative approach to the Japanese art of paper folding, in which its traditional geometric forms are transformed into facets with great sculptural impact, decorated with natural mineral pigments covered with a thin layer of metal oxide that intensifies the predominant red color.



All the pieces presented at Maison&Objet 2023 are designed and painstakingly handcrafted by Lladró artists in Valencia and can be purchased from the *Spring Summer 2023* season in Lladró boutiques, in authorized points of sale and in the online store www.lladro.com.

Lladró, 21st-century porcelain

For seventy years, Lladró has deployed its unparalleled know-how in the field of porcelain in its only factory in the world, in Valencia. Each piece is delicately made by sculptors and artisans in an entirely handcrafted process that combines age-old techniques with its own unmistakable palette of colors. Lladró also explores the vast creative potential of porcelain in collaborative projects with renowned contemporary artist and designers. The brand's universe embraces sculptures, lighting, objects for the home and interior design as well as fashion accessories. Famous all over the world, Lladró is an ambassador for Spain in the over 120 countries to which it exports its porcelains through a select network of its own boutiques and distributors.

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