

Press Release September 2025

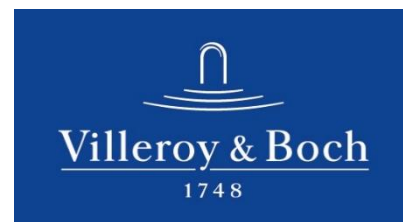
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About Villeroy & Boch

Founded in 1748 in the small French town of Audun-le-Tiche, Villeroy & Boch has grown into one of the world's leading lifestyle brands in the areas of Dining & Lifestyle as well as Bath & Wellness. For centuries, the company has been synonymous with timeless elegance, innovative design, and outstanding quality. The unique blend of family tradition and entrepreneurial spirit has made Villeroy & Boch an internationally celebrated icon.



About Biederlack

Established in 1887, Hermann Biederlack GmbH + Co. KG is one of Germany's most renowned and long-standing blanket manufacturers. For four generations, this family-owned company has stood for continuity, reliability, and success. With deep expertise, state-of-the-art technology, and uncompromising quality standards, Biederlack designs and produces premium blankets and throws at its site in Greven, Germany — proudly carrying the “Made in Germany” label. Short supply chains, carefully controlled production processes, and responsibly sourced raw materials ensure lasting quality and sustainability. At Biederlack, sustainability is not just a commitment but a philosophy: resource-conscious manufacturing, timeless design, and long-term partnerships are at the heart of the company's identity.

The New Collection – A Strong Partnership

For the Autumn/Winter 2025/26 season, Biederlack and Villeroy & Boch are joining forces to launch an exclusive collection of premium throws. This unique collaboration brings Villeroy & Boch's iconic porcelain patterns to life on soft, cozy textiles crafted with the utmost care and precision.

The result is a collection that offers not only warmth and comfort but also a refined sense of elegance for the home. By combining Biederlack's expertise in textile manufacturing with the iconic designs of Villeroy & Boch, the two heritage brands have



*Download catalogue
Villeroy & Boch 2026*

created a collection that embodies quality, style, and trust — values both companies have upheld for generations.

New Blankets fall/winter 2025/26

MIAMI

The extravagant retro design combines vibrant colours with aesthetic shapes.



TOY ´S DELIGHT RUBY

The warm red tone makes this cozy blanket shine with a particularly festive glow.



TOY ´S DELIGHT LITTLE

The enchanting Christmas world of the festive porcelain collection is now also available as a cozy blanket for children.

