



ARTĚL

INTRODUCES NEW *LILY OF THE VALLEY* MOTIF

PRAGUE, CZECH REPUBLIC – Known for its delicate, bell-shaped blossoms and sweet fragrance, the lily of the valley has long been cherished as a symbol of beauty, purity, and humility. This woodland flowering plant has been celebrated for centuries in art, literature, and tradition – perhaps most famously in France, where gifting lilies of the valley on May Day has been a custom since the Renaissance. The tradition, said to have begun with King Charles IX, endures today as a joyful symbol of spring and happiness.

New for this season, ARTĚL – the globally renowned producer of luxury crystal – presents *LILY OF THE VALLEY*, an exquisitely hand-engraved motif that captures both the floral elegance and formal refinement of this timeless bloom. Featuring a graceful arrangement of blossoms and leaves framed by an elegant border, the design offers, in the words of ARTĚL founder/director Karen Feldman, “a lovely balance of flora and formality.”

The new motif has a unique place in ARTĚL’s design history. Feldman first began exploring the idea in 1998 but never felt the design was quite right – until now. “This past spring, my designer and I went out ‘in the nature,’ as the Czechs say, to study the flowers in their natural setting. Seeing them in person brought a fresh perspective, and I think we finally got it right. The result is so simple, so sweet, and so classically beautiful,” Feldman says. She adds, “One of the things I love most about this motif is its versatility – it’s formal enough for elegant entertaining but also perfect for everyday use.”

Equally stunning in clear crystal or shades of green, *LILY OF THE VALLEY* shines across a variety of shapes, including the Single Old Fashioned, Tumbler, and Stemless Goblet.

Established in 1998 by American designer and entrepreneur Karen Feldman, ARTĚL specializes in handcrafted, functional crystal glassware of high design. The company takes its name from an early-20th-century collective of Czech artisans whose dedication to preserving the traditional methods of handcraftsmanship led them to reject industrial production techniques. ARTĚL carries on the spirit of these artisans and their commitment to producing – entirely by hand – lasting objects of impeccable quality, design, and functionality. ARTĚL’s award-winning glassware has been exhibited by the Cooper-Hewitt Museum and is in the permanent collection of the Corning Museum of Glass. Available for purchase at ARTĚL’s Prague boutique and exclusive retailers including ABC Carpet & Home, Gump’s, Printemps New York and Scully & Scully; online shopping is available via www.artelglass.com and home design websites including Abask, Artedona, and Chairish.

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