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Lenox Corporation and Luca Andrisani Debut Sophisticated New Licensed Tabletop Collection

***Leading Architect & Designer Will Launch “Luca Andrisani by Lenox” at October market –
a tabletop collection inspired by the waters of the Mediterranean and the tiles of Italy***

New York, NY – September 20, 2017 – Lenox Corporation, America's leading brand of fine china, tableware, giftware, and home entertaining, announces the introduction of a sophisticated new tabletop collection by leading Architect & Designer, Luca Andrisani. The collection will debut at New York's Fall Tabletop Market and will feature patterns inspired by the waters of the Mediterranean and the tiles and pottery of Italy.

The collection called Blue Azzurro will consist of three patterns -*Acuto*, *Triangoli*, and *Striato* –and brings an architectural, geometric-inspired element to the table. Each unique piece was designed to reflect the majolica style of Italian tiles and pottery. The collection blends various shades of blue and is accentuated with touches of micro-safe gold. Blue Azzurro is a mix and match of casual geometrics crafted from hand painted designs offered in an array of dinnerware and accessories.

“Because of the freshness of the designs and the collection’s overall versatility, I feel that this will be a terrific new addition to the tabletop market. I designed the collection to allow endless opportunities for mix and match table settings.” said Luca Andrisani. He notes that “the intentional smudges and brush strokes seen throughout the collection are intended to give each piece a hand-crafted quality like the coveted pottery produced in Vietri Sul Mare, a town near Salerno, Italy.”

“Luca Andrisani represents a new generation of architects who combine their practice with the use of today’s innovative materials and technologies,” said Katrina Helmkemp, CEO of Lenox Corporation. “He brings a unique artistic view to tabletop, representing a juxtaposition of timeless and cutting-edge style. Lenox is thrilled to partner with Luca Andrisani to create a new tabletop and gift collection.”

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Having won numerous architecture and awards including several International Design Awards, a Merit Award by Interior Design Best of Year, and being named an “Emerging Architect” by Architectural Record, Andrisani, decided to try his hand at tabletop. The collection is inspired by the shifting colors of the sea surrounding his native Italy and the geometric designs found in handmade tiles that the country is known for.

Luca Andrisani by Lenox is a refreshing new twist for casual stylish entertaining while offering dishwasher and microwave safe convenience and backed by a Lenox Lifetime Breakage Replacement Program. The collection will be available at retail stores nationwide January 2018 and at www.lenox.com.

About Luca Andrisani

Luca Andrisani’s New York-based firm is known for of-the-moment yet timeless contemporary designs for a wide range of top residential and retail clients each highlighted by cutting edge style and materials. He studied in Rome at La Sapienza University and received a Masters Degree in Architecture at the Royal Institute of Technology in Sweden. He has worked with such leading architects as Herzog & De Meuron in Switzerland, and with Peter Marino, and Rafael Vinyoli in New York before founding his own business. Andrisani has been widely honored for his work, which has appeared in such publications as Interior Design, Interni, New York Magazine, Aspire, Architectural Record and Miami Home & Decor.

About Lenox

Lenox is a leading designer and marketer of dinnerware, flatware, glassware, giftware and other collectibles and tabletop products. The Company markets its products primarily under the Lenox, Gorham, Dansk and Reed & Barton brands. Lenox products are sold through department stores, gift and specialty retailers, and general merchandise chains, as well as through the Company’s own retail stores and consumer-direct channels of distribution, including Internet, catalog and mail order. Over its 125 year history, Lenox has been the recipient of numerous design awards, including the Women’s Choice Award®, and was the first American dinnerware used at the White House. Lenox is headquartered in Bristol, PA and employs more than 850 employees. For more information, please visit the Lenox website: www.lenox.com.

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