Happiness at the Table
KAHLA Cross-stitch is the new tableware for the "hygge" trend

Kahla, February 2018 – Hygge is the new recipe for happiness that currently is taking Germany by storm. KAHLA created the perfect tableware to accompany the Scandinavian cosiness trend. A cross-stitch décor, monochromatic pieces in red and white and soft touch! cups invite a cosy get-together with family and friends.

Hygge is good for you
Whether baking and preparing a meal, or sitting together, enjoying a meal and playing games: the KAHLA Hygge theme caters to the longing for comfort, which is particularly strong in the dark, cold fall and winter months. Is there anything better than to gather around the table or in front of the fireplace after a nice walk with loved ones – surrounded by the smell of home-baked goods and candles? Time passes more slowly, people find time to craft, and traditions and rituals are revived. KAHLA captures all of this in its new design theme, which centres around breakfast and dinner plates and a cake platter from the Aronda series decorated with a red cross-stitch décor. These articles are complemented by large and small deep and shallow bowls, dipping dishes and jugs with a red or white background, against which the precise artisanal pattern looks very "hyggelig".

Embroidered cosiness
The new cosiness appears modern thanks to the varied mix of timeless and contemporary forms and the contrast between glossy and textile surfaces. The built-in happiness in the touch! cups delights the senses: with their soft cross-stitch pattern, they take up the textile properties of embroidery and become an eye-catcher and tactile treat at the table. The velvety-soft surface makes touching it an experience for all ages. Since the textile cross-stitch décor is permanently attached to the porcelain, the touch! cups are of course dishwasher-safe. Because even if handicrafts are becoming popular again: doing the dishes by hand is thankfully not necessary.

1.977 characters incl. spaces

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The brand KAHLA stands for multifunctional porcelain "Made in Germany", which has received over 100 prestigious design awards. Based in Kahla in Thuringia, the family-owned enterprise, which employs around 300 people, exports its products for private homes, the restaurant sector and advertising clients to 60 countries in the world. The innovative product design is guided by the demands and living and life style habits in the society of today. The brand owes its international reputation and its business success to its courage to embrace innovation – from unconventional design concepts over the sustainability strategy "KAHLA pro Eco" to the use of ever new progressive technologies.

### KAHLA "Hygge" theme

| Design                      | Aronda, Update and Five Senses forms: Barbara Schmidt  
|                            | Abra Cadabra form: Cornelia Müller  
|                            | Décor "Cross Stitch": Farbraum  
| New articles               | Aronda breakfast plate, 21 cm, Cross Stitch red  
|                            | Aronda dinner plate, 27 cm, Cross Stitch red  
|                            | mug 0.35 l, Cross Stitch red  
|                            | Cake platter, 31 cm, Cross Stitch red  
|                            | touch! mug, 0.35 l with handle, Cross Stitch red  
|                            | Update bowl 0.50 l, red  
|                            | Update bowl 19 cm, red  
|                            | Update bowl 26 cm, red  
| Additional existing        | Five Senses medium dip dish 11 cm, white  
| KAHLA articles              | Five Senses small jug 0.50 l, white  
| to complement the design    | Five Senses large dip dish 13 cm, white  
| theme                      | Five Senses large jug 1.50 l, white  
|                            | Five Senses Sugar loaf 0.40 l, white  
|                            | Update bowl 19 cm, white  
|                            | Update bowl 26 cm, white  
|                            | Abra Cadabra small bowl, square 6x6 cm, white & red  
|                            | Abra Cadabra small lid, square 10x10 cm, white & red  
| Product details            | Microwave-safe  
|                            | Dishwasher-safe  
|                            | Sustainable - pro Eco  

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