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J ROSENTHAL & SON

**DIRECT FROM  
THE TEAM AT  
J ROSENTHAL**

*Welcome to the first J Rosenthal & Son newsletter!*

Hello all,

Welcome to our very first newsletter! 2016 has started as a great year for Rosenthal. Our wide and diverse range of products has given us a strong advantage to feature across all areas of the market, with more collections available now than ever before.

We have launched this newsletter to provide our valued customers with a communication that provides updates about the market and our business. We plan to release bi-monthly and we hope to create a publication that is both informative and useful, filled with relevant information.

We've got plenty of exciting news in the pipeline, with new products, technology and customer innovations, that we will be providing information on over the coming months.

We would love to hear your views, so if you have ideas about content you would like to see featured, please feel free to make contact by email or phone; [salesadmin@jrosenthal.co.uk](mailto:salesadmin@jrosenthal.co.uk)  
0161 723 0505

Yours truly,

*Steve Potter*

Steve Potter, Commercial Director



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## WHAT TO EXPECT IN 2016

### *Accent colours*



It's fair to say spring has sprung and we are bang in the middle of the buying season. The hottest trends for this year are a revival of accent colours and the additions of embellishments to plainer styles. Our trend forecasts have been accurate and we've placed ourselves in an excellent position to meet market requirements.

*Fashionable embellishment appeals to a vast and wide market. The style seems to meet the needs of both traditionalists and the fashion-conscious, by simultaneously offering simple styles with a beautiful finish.*

We are delighted that our Serene range has proved so popular and the feedback our customers have provided has been extremely positive. Moreover, our Racing Green range is performing superbly, with its stylish designs and on-trend colours creating a strong name within the industry.

*Serene*

SLEEP IN SERENITY

**RACING GREEN**  
BRITISH STYLE

**IT'S OUR PEOPLE  
THAT MAKE US  
PROUD**

*Meet your Design Director*



*Jackie  
McLoughlin*



**INTRODUCE YOURSELF IN LESS THAN FIFTEEN WORDS...**

I am passionate about design and enjoy the challenges of the entire creative process.



**WHAT MAKES YOU PROUD?**

A Job well done. It doesn't even have to be the success of a design but the knowledge that a designer has pushed themselves to achieve the best they can possibly do.



**HOW LONG HAVE YOU WORKED FOR J ROSENTHAL & SON?**

18 years



**WHAT MAKES YOU WEEP?**

People with a cavalier attitude who show little care and lack of attention to detail.



**WHERE DO YOU FIND CREATIVE INSPIRATION?**

People. From meeting, talking to, watching and listening to people...



**DESIGN PREDICTION?**

A 2017 mash up. Large scale designs mixed with small scale prints and luxurious details mixed with casual looks.



**WHAT DO YOU LIKE ABOUT WORKING AT J ROSENTHAL & SON?**

The buzz of a constantly evolving, creative studio.

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## EMBELLISHMENT IS EVERYTHING

*Welcome to this year's hottest new trend*

Adding a selection of embellished home decor pieces to your existing scheme is a great way to create instant glamour.

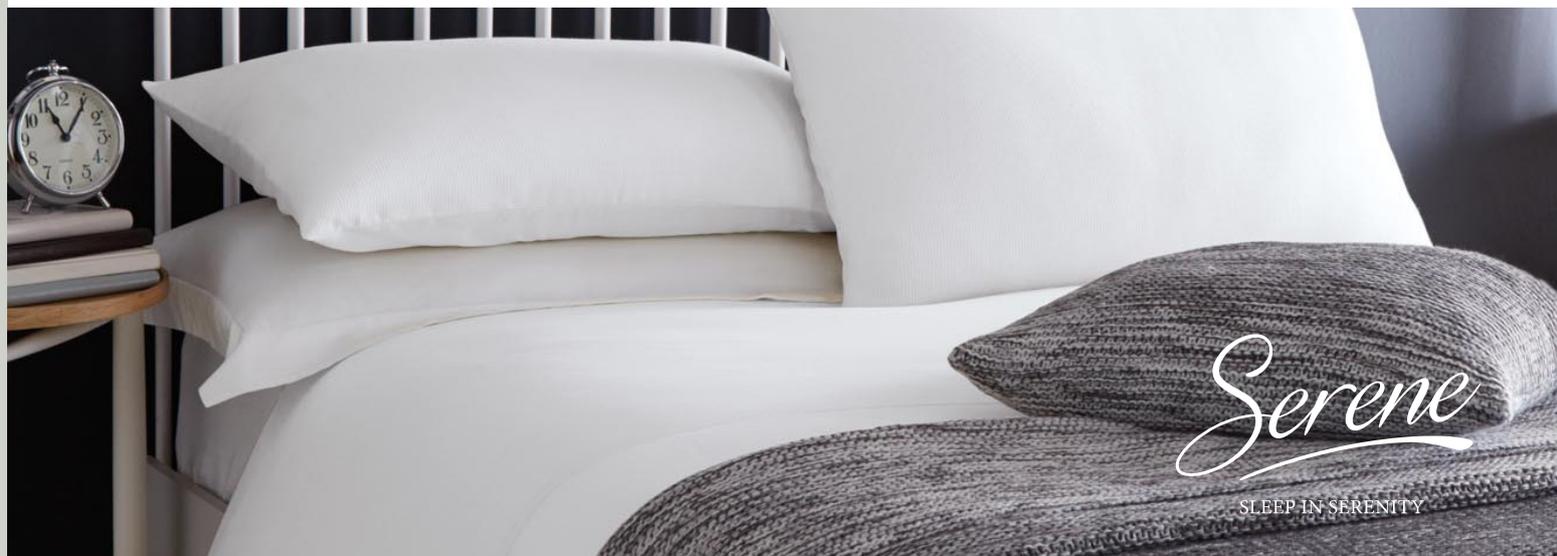


*Simple embellishments are right on trend and can be used throughout the year, whilst lace trims and pom pom details add a touch of fun and sophistication that is just the antidote to the last few years more austere, minimalist styles.*

It has come as no surprise that our Serene collection has proven so popular, with stunning subtle details that make every bedroom dazzle. The fantastic quality and superb finishes create a feeling of stylish luxury, whilst the extremely affordable value prices mean that everyone can enjoy the feeling of hand crafted luxury.

Inspired by the new fashion for exciting, yet understated embellishment, Serene incorporates plain-dyed duvets with trimming, edgings and pin tucks.

The range is made of easy care poly/cotton and incorporates duvet sets and plain-dyed-only classic weaves.



*Serene*

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## FIFTY SHADES OF GREAT

*Bright colours make a comeback*

For the last half-decade or so, grey has been by far the most popular colour in people's homes. It was a subtle entry, but it was flexible enough to be used in all manner of different ways: some classic interior lovers favouring shades so pale they are almost white, other, bolder decorators going for braver charcoal options.

However, this season is seeing a revival of the brights. In particular, yellow is making a huge comeback.

*This season's accent can most accurately be referred to as "sunshine," with all sorts of variations – ochre, apricot, chartreuse, jonquil – all coming to the vibrant forefront.*

It's a bold departure from the monochrome greys, but we look forward to seeing how the colours continue to roll out across the nation's homes as the year progresses. However, it's not just the yellows that are seeing a resurgence. Other popular accents like pink, teal or orange are on the up and up, so you'll have plenty of options when it comes to making your interiors as bold and bright as possible.

*The future is bright!*



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**RACING GREEN**  
BRITISH STYLE

*Founded in 1990, Racing Green is a brand built on the best of British heritage; a true story of success, combining a classic style with modern fashion trends.*

Founded in 1990, Racing Green is a brand built on the best of British heritage; a true story of success, combining a classic style with modern fashion trends. Inspired by American up market casual wear and in particular American brands such as Lands End and Banana Republic, Racing Green soon established a nationwide reputation for quality well-designed clothing for men and women, anchored by its Flagship Store at 193-197 Regent Street London and its growing reputation for quality smart casual wear.

Re-launched by Baird Group in 2011, Racing Green is now an established formal and casual wear brand. In 2014 Baird began expanding the range of Racing Green products available to UK consumers beyond the existing core categories, by partnering with best in class manufacturers to produce a variety of products under license.

One of the first licensees to work with Baird is J. Rosenthal who launched their first range of Racing Green bedding and towels for Autumn/Winter 2015.

*“We are delighted with the product design and quality that Rosenthal has produced”*

says Andrew Thomson, Divisional Director for Baird Group. “They captured the detailed design elements and British Heritage of Racing Green straight away”. Racing Green have further expanded their licensed products programme into footwear, small accessories,

personal care products, watches and from spring 2017, will be relaunching womenswear under license. All of which, the company predicts, will lead to wider availability of Racing Green products in the UK marketplace, in turn boosting sales right across all categories.

*So what does that mean for our customers?*

Those of you who attended the AIS show may have seen our new Racing Green bedding collection. We are extremely proud to be part of product expansion plan and firmly believe our new collection delivers on the style and quality values that the Racing Green brand portrays. For those of you who have not yet viewed the products, you can see new range at: [www.jrosenthal.co.uk/brand/2/Racinggreen](http://www.jrosenthal.co.uk/brand/2/Racinggreen)

The stylish contemporary patterns are designed using clean lines and this seasons latest colours and accents.

All enquiries can be directed through the sales office on

**0161 723 0505**

or direct to your account manager.



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## THE CURTAIN CALL

*Got a news item or feature we should cover?  
Let us know!*

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