



## At last! Mon Amie is back – now in exciting, new forms.

*Romantic, enticing, enchanting. It's easy to see why Mon Amie has become one of Sweden's best-loved series of porcelain and something of a symbol for Rörstrand. The inspiration for the decorative blue pattern came to Marianne Westman one midsummer in the early 1950s. Now Mon Amie is back – in an exciting, new fusion of that classic floral pattern and clean, modern lines.*

Rarely has tableware attracted so much attention as Mon Amie. Now this ever popular design is making a long-awaited comeback – in bold, new forms. Mon Amie bowed out of the Rörstrand range in 1987, but it has featured regularly in the second-hand market ever since. That's what makes it so exciting to launch two brand new additions to the Mon Amie family – a stylish beaker and a beautiful plate, both combining the familiar decorative pattern with unmistakably contemporary shapes.

### Classic decoration

Mon Amie (French for “my friend”) made its debut back in the 1950s, when Marianne Westman created the now classic decorative pattern one rainy Midsummer Eve. Over the years the blue floral decoration has become something of an icon for Rörstrand. Marianne was a true pioneer within her genre and has even been called “the mother of Swedish porcelain”. Her naïve style with bright colours on snow-white porcelain became her hallmark. As a designer, she sought inspiration in her immediate surroundings. Her decorative designs and the products she created were inspired by what she found appealing, needed in her own kitchen, or felt would be useful to someone in her own family.

Marianne joined Rörstrand in 1950 immediately after graduating from the University College of Arts, Crafts & Design in Stockholm, and she collaborated closely with the company for more than 20 years. Last year, when Marianne Westman celebrated her 80th birthday, contact with Rörstrand was re-established for the new Mon Amie launch.

### Sustainable design

Mon Amie gives a new meaning to sustainable design – a service that epitomises Rörstrand's values of a contemporary classic, with a long and proud heritage and qualities that will retain their appeal far into the future. Rarely has a name been more suited to a service. Mon Amie is and remains a firm friend. The two new additions show a modern maturity that succeeds in retaining the essence of the original expression. The generous beaker – a handsome mug without a handle – holds 35 cl and, besides being perfect for drinks, is equally practical as a storage container. The elegant plate is also ideal as a small serving platter.

Mon Amie  
Beaker/mug 35 cl  
Plate 18 cm

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