

HOME FURNISHINGS

# Wedgwood toasts to 150 years of Florentine

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*First introduced 150 years ago, the Florentine pattern is reimagined in five new shades this summer. Image credit: Wedgwood*

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By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

British home and lifestyle brand **Wedgwood** is propping up a product release.

The maison is celebrating a bestselling pattern by launching the Florentine Colors Collection. In a nod to the classic motif introduced in the late 1800s, Wedgwood is dropping five new shades of the archival print, available [online](#) and via authorized retailers.

## Six shades

Florentine initially appeared in sketches and drawings and was later applied to Wedgwood's fine bone china in 1931.

Inspired by the Majolica pottery done in Urbino, a medieval mountain village and designated UNESCO World Heritage Site in Italy, a refreshed take on the home decor has arrived.

Handcrafted by artisans at the label's home workshop in Staffordshire, England, the contemporary assortment now comes in first-time hues, including salmon, citron, fuchsia, verde and marine. Prices range from \$100 to \$450.

*Wedgwood welcomes a Florentine summer*

Wedgwood also rolls out a sixth option. Originally designed by its art director Victor Skellern in 1935, a vibrant version of the line's signature turquoise enters the fold.

"No need to follow the rules with Florentine Colors" and join other taglines in making an appeal to younger audiences, encouraging buyers to use the bold, reimagined palette to express their individual styles.

A brand campaign in which models are seen enjoying the collection, juxtaposed against details such as summer activities and poolside, follows suit. Continuing to shape Wedgwood's story ([see story](#)), the Florentine print turns 150 years old this year.

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