

MULTICHANNEL

Royal Copenhagen shares holiday visions in table setting effort

November 24, 2015



Royal Copenhagen holiday table by Kirsten Lehfeldt

By STAFF REPORTS

Danish porcelain maker Royal Copenhagen is setting tables for the holiday with help from comedic friends.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The theme for Royal Copenhagen's holiday tables for 2015 is "Happy Christmas – Lovely Christmas," and the layouts have been designed by well-known Danish comedians and entertainers. While celebrity spokespeople are common, presenting friends of the brand with a way to express their personal style, rather than being styled for a campaign, will likely be read as more authentic.

Sur la table

In this effort, Royal Copenhagen enlisted the help of eight celebrity friends and let the individuals show their personality through table settings.

The gallery includes a safari-themed table designed by actress and comedian Kirsten Lehfeldt. The actress created a tent scene that evokes rustic elegance and is paired with friends from the savannah.

A close-up of the table setting shows Royal Copenhagen flatware and dishware from the Black Fluted Mega and Black Fluted collections. To bring the theme to life, Ms. Lehfeldt included soft pillows, picturesque blankets, low furniture and suitcases.

Actress and comedian Bodil Jrgensen took a more kitschy and traditional approach by pairing crocheted decorations and knick-knacks for her South Jutlandic table setting. As a nod to Danish culture Ms. Jrgensen's table setting includes "every thinkable tradition" to ensure that all visitors are welcome.



Table setting by Bodil Jrgensen

To do so, Ms. Jrgensen set the table with Royal Copenhagen's White Fluted Half Lace and Blue Flower dinnerware sets, traditional Danish holiday toys and sweets.

In another, actress Mia Lyhne envisions Christmas morning with her daughters. Breakfast is served at the foot of a four-post bed where a table is set with the brand's Star Fluted Christmas collection.

Fritz and Poul, snobby characters portrayed on the Danish satire series *The Cavalry*, and played by Martin Buch and Rasmus Botoft, invite Royal Copenhagen consumers into their living room.

A caption on a close-up of the room's fireplace reads, "Copious amounts of Pignus red wine, cognac and calvados accompany the coffee. Christmas is damn nice. Cheers!" For the room, the comedic duo used *Flora Danica*.



Fritz and Poul's Royal Copenhagen living room

Additional rooms were designed by Peter Frdin evoking a "smoky Christmas party" and the "mythical and spiritual dimension of Christmas" by Jarl Friis-Mikkelsen.

Shared socially in a gallery, the tables are also on view from Nov. 20 through New Year's at the Royal Copenhagen boutique at Amagertorv in Copenhagen.

Table setting and dinner parties are used to display how consumers can incorporate a brand's homewares into their holiday decor and celebrations.

For instance, French leather goods maker Herms aimed to inspire tableware purchases before Thanksgiving in 2014 with a dramatized dinner party featuring its *Mosaique au 24* collection.

"Le Banquet" was an interactive video showing eight people setting a table and sitting down to a multi-course meal. Showing off its dishes and table accessories in a realistic situation may help to create aspiration among consumers planning to entertain for the holiday season ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.