

JEWELRY

## Royal Copenhagen highlights timeless design in tales of past meets present

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*Royal Copenhagen is celebrating the history of its Lace design. Image credit: Royal Copenhagen*

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By SARAH JONES

Danish porcelain maker Royal Copenhagen is marking the 130th anniversary of its Lace design with stories centered on heritage, culture and craft.

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The brand's Blue Fluted Half Lace originally debuted in 1888, and more than a century later, the design is still a part of Royal Copenhagen's collections. Pointing to the enduring nature of Lace, the brand tapped creatives to tell their own tales of honoring history and bringing the past into the present, communicating the message that "our stories live through what we pass on."

**Royal Copenhagen** was reached for comment.

### Lesson in Lace

The original Blue Fluted Half Lace was created by artist Arnold Krog. Royal Copenhagen recalls the history and various iterations of Lace throughout more than a century in a campaign microsite.

To portray the lasting nature of this pattern, gallerist Peter Amby talks about how pieces with soul stand the test of time, becoming more than a passing trend. As he speaks, he arranges art beside a piece from Royal Copenhagen, making a comparison between the painting and the porcelain.

In 1978, 90 years after Blue Fluted Half Lace was created, Royal Copenhagen introduced Princess, a modernized take on Mr. Krog's design that left only his blue lacy border around the rim of dishes.



*Royal Copenhagen's campaign tells the stories of individuals in creative fields. Image credit: Royal Copenhagen*

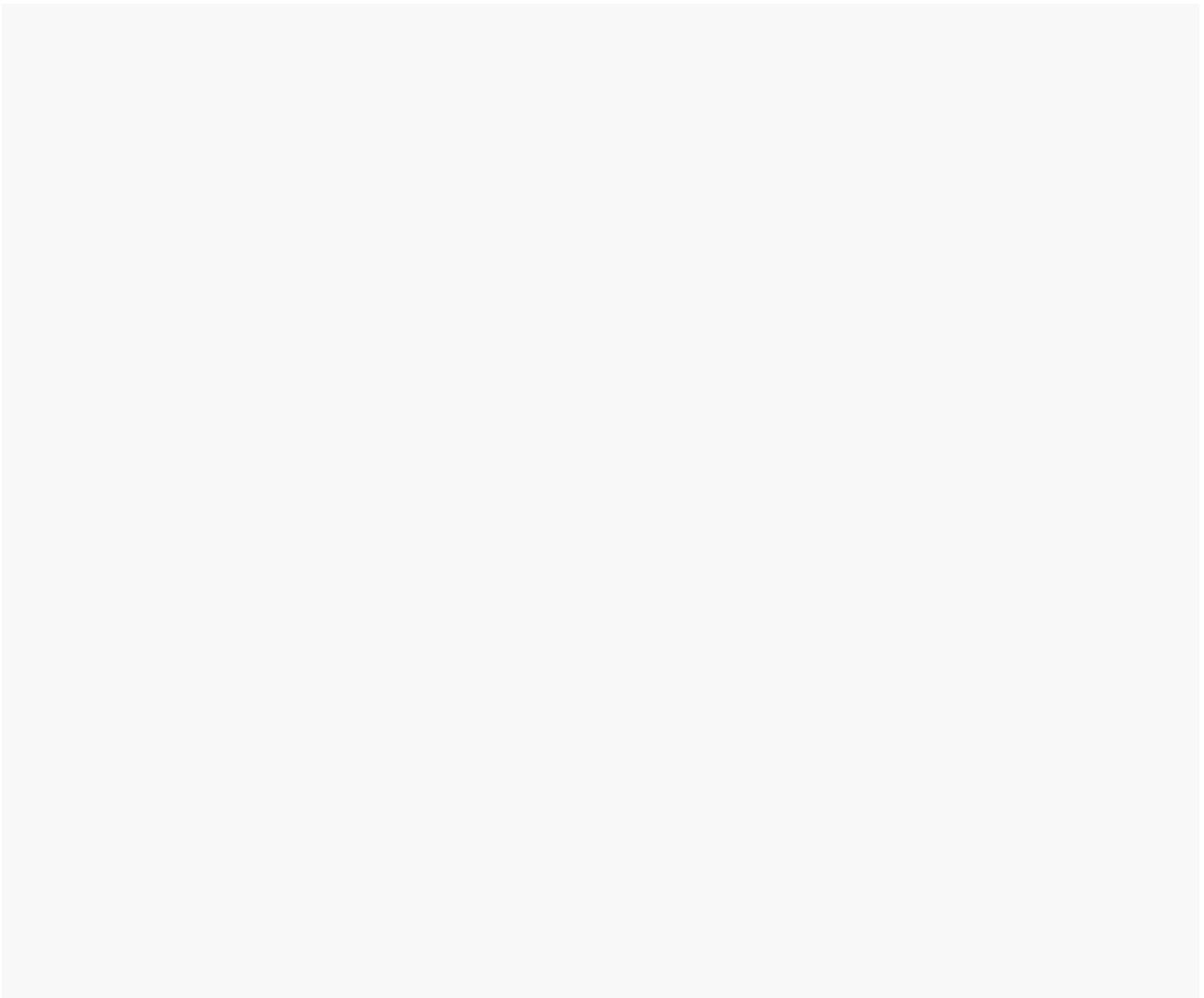
As an example of the merging of old and new, architect Danielle Siggerud explains her role in reshaping old buildings. In her work, she has to respect the past while also realizing that what she creates will likely outlive her.

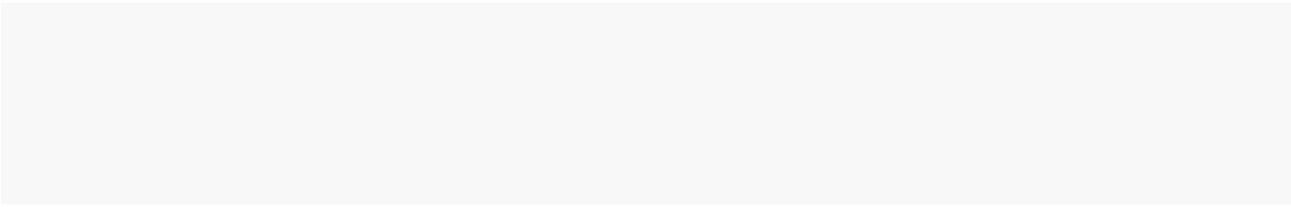
While sketching, Ms. Siggerud pours tea from a Princess service, an example of an updated classic.

Finally, Royal Copenhagen focuses on White Fluted Half Lace, a minimalist design that also hails from 1888. Featuring no paint, the porcelain retains the raised lace detailing also featured in the blue versions of the tableware.

Acting as an example of this approach, chef Peter Ingeberg talks about his culinary lineage and his drive to fine-tune recipes. He speaks about remaining humble and the details that can make all the difference.

As he talks, Mr. Ingeberg prepares a dish on a White Fluted Half Lace plate, complementing his cooking with the more muted version of Lace.





"Greatness comes from the details. Even in something that seems simple." Peter Ingeberg, chef . . .

#peteringeberg #laceanniversary #blueflutedhalflace #whiteflutedhalflace #princess #royalcopenhagen # # # #  
# # # #

A post shared by Royal Copenhagen (@royalcopenhagen) on Mar 12, 2018 at 9:54am PDT

In addition to content, Royal Copenhagen is inviting consumers to share its Lace history with a gift set of mugs featuring the three versions of the design.

#### Heritage revisited

Certain designs stand the test of time, offering luxury brands the chance to update their own history with new launches.

For instance, Italian fashion label Max Mara is proving that what is old can be new again by putting a modern twist on an archival design.

The brand's #MaxMaraGram project for spring/summer 2018 remixed a typeface that was originally used in the 1950s into a logo print. Creating its own take on the trend towards more overtly logoed luxury goods, Max Mara's pieces center on an exploration of its history ([see story](#)).

Also, Swiss watchmaker Omega teamed with horology publication Monochrome for a five-episode series celebrating the 60-year anniversary of the Omega Speedmaster watch.

In a sponsored series of five short films, Monochrome and Omega dove into the history of the Omega Speedmaster, from its role in the NASA mission to the moon to its collector's value. In collaborating, Omega dipped into its own past and brand legacy to create engaging video content that will connect with consumers on a deeper level ([see story](#)).

For luxury brands, the age and endurance of certain designs is frequently celebrated as evidence of their timelessness, making an appeal to consumers to invest in classics.

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