

HOME FURNISHINGS

## Lladr casts Star Wars characters in porcelain

July 18, 2019



*Lladr is making Star Wars figurines. Image credit: Lladr*

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By STAFF REPORTS

Spanish porcelain maker Lladr is appealing to Star Wars fans with the creation of large-scale figures inspired by the popular sci-fi film series.

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Kicking off the collection launch, Lladr is debuting a sculpture of Queen Amidala at San Diego Comic-Con this weekend. This marks the first time that the series' characters have been depicted in porcelain, giving Lladr an exclusive.

Using the force

Lladr's collection is titled Born to Rebel. The brand is originally focusing its attention on the female characters from the series, with the possibility of extending it to other heroes.

Played by actress Natalie Portman, Queen Amidala first appeared in "Star Wars: The Phantom Menace" in 1999. The film is currently celebrating its 20th anniversary.

The Queen Amidala figure is 21 inches tall. The handmade porcelain sculpture shows the royal wearing her signature red lipstick, an intricate hairstyle and a crimson gown.

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Welcome to the worldwide unveiling of this stunning porcelain sculpture of Queen Amidala. The beginning of a new collection of creations inspired by Star Wars icons celebrating the 20th anniversary of Star Wars: The Phantom Menace | @starwars @comic\_con | #SDCC #SDCC2019 #SDCC50 | #Lladro #Handmadeporcelain #BornToRebel

A post shared by Lladro Official (@lladro) on Jul 18, 2019 at 3:43am PDT

### *Lladro's Queen Amidala figure*

"When I was little in an all-girls' school, the teacher asked what we wanted to be when we grew up," said Eva Cuerva, the sculptor for Lladro's new collection, in a statement. "Most girls said, 'I want to be a nurse or a secretary.' After watching Star Wars: A New Hope' at the cinema, I wanted to be like Princess Leia: brave, independent, smart, someone who solved her own problems.

"Many years later I watched Star Wars: The Phantom Menace,' and when Queen Amidala first came on screen, I was completely taken aback by her beauty and perfection," she said. "Like Princess Leia, Queen Amidala used her position and voice to fight for liberty and for her people.

"I believe my story resembles that of many women who have been inspired by these strong characters. They have helped us to grow and to find out who we really wanted to be."

Priced at \$3,900, the Amidala figurine is currently available for pre-order.

San Diego Comic-Con runs from July 18 to 21, with more than 130,000 attendees expected.

Luxury brands should be receptive to expanding beyond their original product offerings to grow in new markets and attract younger affluents.

Speaking at Luxury FirstLook 2019 on Jan. 16, an executive from Lladro discussed how the porcelain maker has begun a new chapter. Partnerships and pop-ups have been key to introducing the heritage brand to new audiences, as well as expanding beyond traditional porcelain pieces ([see story](#)).