

HOME FURNISHINGS

Recalling ‘Antiques Roadshow,’ Wedgwood, Palace team up for tea set release

October 20, 2023



A campaign inspired by the long-running BBC and PBS television series “The Antiques Roadshow” has been unveiled to promote the pair’s impending tea set release. Image credit: Palace

By ZACH JAMES

British home and lifestyle brand Wedgwood and U.K.-based skateboarding and clothing label Palace are tapping the power of satire.

The “Palace Wedgwood” release’s hero product takes the form of a tea set featuring a strawberry emblem that the two companies’ respective histories happen to share. Merging the two worlds of fashion and decor together as one in a bid to reach new audiences, the collaborative project is the latest in a string of unexpected luxury spins with streetwear brands.

An ode to the past

A teapot, plate and cup & saucer duo comprise the capsule’s main draw, Palace taking cues from the English company’s strong ties to high culture in a playful launch campaign.

Emblazoned with an archive Palace pattern that aligns with one of the homeware company’s most classic designs, items feature influences from “wild strawberry and vine,” a Wedgwood original. Co-branded packaging offers a preview of the design code.



Skaters and historians star in the promotional push. Image credit: Palace

The fruity motif even carries over onto one of two skate decks coming out alongside the tableware, the sported unit arriving in

one of the maison's signature light blues.

With Wedgwood's 260-year past top of mind, and in promotion of the collection, a new video inspired by the long-running BBC and PBS television series "The Antiques Roadshow" features the assortment.

The film's plot, presenting the pieces as if they are antiques, lands with humor.

"Palace Wedgwood" presents classic maison codes in an unlikely package

Within its first few seconds, viewers are first introduced to a skater who acts as a guest, bringing in Palace Wedgwood selects before bantering back and forth with British historian Lars Tharp, an "Antiques Roadshow" expert in real-life.

During discussions concerning the history and quality of the new line, famed British fashion photographer Alasdair McLellan is behind the lens of the campaign's imagery and film, applying the steady hand of an industry veteran to a lighthearted and comical activation.

Once again lending his talents behind the camera to Palace with the production of the television-inspired drop, Mr. McLellan is known for his work with luxury mainstays.



A signature light blue shade from Wedgwood is used for one of two skate decks released with the collection's tableware. Image credit: Palace

The creative has teamed up with names such as French fashion house Louis Vuitton, Italian fashion label Gucci, British fashion house Burberry and Italian fashion house Miu Miu, with chops in the streetwear world, having shot advertisements for entities including Supreme previously.

Palace Wedgwood is set to release on Oct. 20 in the United States and the United Kingdom, available at Palace's [online store](#) and boutique locations, as well as exclusively at Harrods.

Casual meets upscale

Considering the 250 years that stand between each company's founding, with Palace established in 2009, and Wedgwood in 1759, the pair make an unlikely duo.

Yet and still, the latter company's decision to take a risk, veering from its usual visuals, could come with big rewards, as once-young fans of popular streetwear brands today come of age, seeking storytelling rooted in nostalgia and products that resonate in adulthood.

For more contemporary luxury players, venturing into the streetwear world via partnership remains a surefire strategy.



Playful lookbook images accompany the Palace Wedgwood campaign, the full collection launching Oct. 20. Image credit: Palace

Earlier this year, LVMH-owned German luggage brand Rimowa worked with the London-based skateboard brand, showcasing a new take on the Original Cabin suitcase ([see story](#)).

Throughout the year, Palace has also offered its social cachet to U.S. fashion label Calvin Klein and Italian fashion label Gucci, among other companies in luxury and upscale circles.

Italian fashion company Moncler looked to options outside of Palace, instead partnering with American clothing label Billionaire Boys Club to celebrate the streetwear staple's 20th anniversary ([see story](#)).

Another facet of the casual apparel sphere is sneakers, which the cloud technology platform Launchmetrics cites as a lucrative option for luxury to take advantage of in the future ([see story](#)).

Within the luxury segment, brands have always looked to stand out by engaging crowds in novel ways ([see story](#)), as Palace Wedgwood sees streetwear once again prove its ability to do just that.

In terms of approach, establishing footholds with proponents of casualwear while appealing to aspirational consumers with splashy marketing assets could provide the answers executives are looking for.

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