

HOME FURNISHINGS

As new collection arrives, Ginori 1735 evolves 'Everyday Art' campaign

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Actor and ambassador Jake Gyllenhaal courts the Ming Vase from the brand's new Oriente Italiano Gold collection. Image credit: Ginori 1735

By AMIRAH KEATON

Kering-owned Italian porcelain brand Ginori 1735 is transcending the dining room table.

Three years after undergoing a global update that would change the company's name, its role within the homewares space is reimagined once again with the launch of a new collection. All product lines under the "Oriente Italiano" umbrella share an ambassador, American actor Jake Gyllenhaal, who continues to help boost his partner's global appeal.

"I am honored to partner with Ginori 1735, a company that values both tradition and innovation," said Mr. Gyllenhaal, in a statement.

"Their deep dedication to craft is inspiring," he said. "Our partnership aims to express the importance of slowing down, enjoying life and appreciating the beauty of art."

Lifestyle expansion

The latest release from Ginori 1735 edges the maison further into the lifestyle space.

Debuted this fall, the **Oriente Italiano Gold collection** features tableware, home decor and scented giftware in two new patterns: Aurum in white and Rubrum in red.

Adorned with pure gold applied by artisans, the hand-painted accents nod to the brand's history and founding.

From typical picks including plate, bowl and cup sets, to teapots, coffee cups, trinket boxes and change trays with intricate touches the collection's prices range from around \$300 for smaller items such as saucers to \$1,500 for large vases selections from both colorways complement one another.



The Oriente Italiano Gold collection features tableware, home decor and scented giftware in two new patterns: Aurum in white and Rubrum in red. Image credit: Ginori 1735

The ability to mix and match statement pieces is uncommon, and yet, the rouge and eggshell-based expressions bode well with other Oriente Italiano specialties.

Assortments are interconnected in this way, united by Mr. Gyllenhaal's enthusiasm for "Everyday Art, Everyday Life."

In May, the tagline grounded a Ginori 1735 campaign for which the Oriente Italiano ambassador starred, the subject of imagery captured by Gray Sorrenti, daughter of famous fashion photographer Mario Sorrenti.

The creative's roots parallel the talent's familial ties, his father Stephen Gyllenhaal an American film director, and older sister Maggie Gyllenhaal an actress and filmmaker.

Generational connections come full circle, considering both the celebrity engagement and strong design practices which, in the case of Ginori 1735, have been passed down for almost three centuries.

Milestones made in Italy

Acquired by Kering in 2013, the entity formerly known as Richard Ginori ([see story](#)) underwent a rebrand in September 2020.

The pandemic-era shift has not seemed to slow the company down. Its executives would go on to inaugurate a home fragrance line, the brand's first, in September 2021.

Ginori 1735 entered a new chapter in September 2020

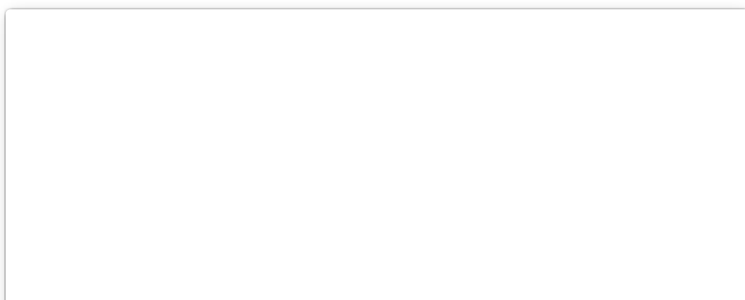
Just this year, Ginori 1735 entered new retail arenas, establishing a first-time dedicated space for scented assortments at Harrods in March 2023.

A range of supporting activations and announcements, such as the debut of the interiors icon's first home furniture collection, debuted at Milan Design Week 2023, see the luxury brand slowly but steadily creating a bespoke lifestyle empire.

While modernizing, however, its workshops remain dedicated to preserving age-old traditions, gold painting having always played a defining role in this history.

The use of gold in porcelain craftsmanship has a long-standing reputation of high caliber in the world of Italian luxury artistry, and Ginori 1735 has been a master of this craft for hundreds of years.

New collections continue to use these techniques, representing the elevated refinement that Ginori 1735 clients have come to expect. The craft now coexists with ever-expansive product offerings, the growing choices resonating with more modern consumers.



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A post shared by GINORI 1735 (@ginori1735)

Mr. Gyllenhaal is accompanied by a Ming Vase from the Oriente Italiano Gold collection in one campaign shot. The hand-painted statement piece is one of many marking the house's evolution from a process once reserved exclusively for the production of tableware, to a destination for the entire home.

Branching out alongside a relatively well-known ambassador strikes as strategic ([see story](#)), rooting efforts to scale in the likeness of a popular cultural figure with hopes that, not entirely dissimilar from Mr. Gyllenhaal's movies, Ginori 1735 collections will find their way into the homes of many.

"I am thrilled to be a part of this project and grateful for the wonderful experience of being able to film the campaign in the Ginori's timeless factory, alongside their skilled artisans," Mr. Gyllenhaal said, in a statement.

"We had a wonderful time making this."

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