

HOME FURNISHINGS

Ginori 1735 applies pastel twists to tableware staples

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In line with modern consumers' love of versatile products, the items can be mixed and matched. Image credit: Ginori 1735

By EMILY IRIS DEGN

Kering-owned Italian porcelain brand Ginori 1735 is invigorating the present with odes to the past.

The new Diva collection is a pastel update of the maison's Colonna line, first released in the 1950s. Spanning tableware and gifts, the stackable selection leans into the midcentury design craze taking hold of luxury consumers this year.

Elevating everyday

The Diva array reimagines the shapes seen in the Colonna offerings, which won the Compasso d'Oro award in 1954, the industrial design prize's inaugural year.

The vibrant styles of the decade are captured in blue, yellow, pink and green porcelain, or Celeste, Giallo, Rosa and Verde. The glamor of "the Nifty Fifties" is nodded to with the glittering gold detailing.



While some brands are honing in on minimalism when uplifting midcentury styles, Ginori 1735 is going full glamor. Image credit: Ginori 1735

Lines and shades come together for a geometric touch and cotton candy-esque aesthetic.

Silver screen starlets and the persistence of Italian coffee culture are likewise celebrated, melding functionality and luxury. A sense of nostalgia for the brand's home country's past is present, which drives a 40-second campaign video released on YouTube for the collection.

In "Diva, Yesterday, Forever," a woman donning classic a 1950s look she wears a pink dress suit and pairs red lipstick with red nails visits a dessert shop.

The treats share the same hues as the namesake line. While reading a newspaper, which furthers the vintage touch, she indulges in tea and decadent cakes that are served on the new Ginori 1735 tableware.

Whipped cream is piled high and pink swirls of frosting are topped with cherries. The playful tune scoring the slot feeds into the whimsical effect.

Ginori 1735 presents an update to the Colonna collection

Meant to be mixed and matched for both special occasions and daily uses, the Diva collection's sugar bowls, lids, small bowls, saucers, salad bowls, platters, bread plates and tea set items are on full display.

Midcentury's moment

Available now [online](#), the products are part of Ginori 1735's fresh design language.

Practical functions are boosted while holding true to its longstanding reputation for luxury form. The release is meant to "elevate the everyday," with the allure of the 1950s homaged via a contemporary lens.



Vintage looks from the 1950s to the 1970s are having a moment in luxury. Image credit: Ginori 1735

Midcentury styles have a tight hold on consumers.

Home furnishings brands are increasingly spotlighting looks from the 1950s through the 1970s. Products are more frequently staged in settings that reference the era in advertisements, either going full glamor ([see story](#)) or embracing the minimalism of the later decades ([see story](#)).

In the past, Ginori 1735 has gone a different route, lauding its hundreds of years worth of history rather than looking back to just the century before ([see story](#)).

With the Diva campaign and collection, it seems a fresh chapter is opening at the house.