

REIMAGINE MEISSEN

SPRING / SUMMER COLLECTION 2025



Created through innovation. Shaped with passion. Designed for eternity. REIMAGINE MEISSEN celebrates 315 years of creativity and unique craftsmanship and is an invitation to re-live the first porcelain manufactory in Europe. Once driven by an innovator, MEISSEN continues to fascinate today with iconic masterpieces beyond the ordinary.



REIMAGINE MEISSEN is a feast for the senses. The Fine Art, Table & Dining, Home Deco and Jewellery product worlds are vibrant, passionate and bold, offering a unique lifestyle of style and indulgence. Under the creative direction of head designer Lena Hensel, the historic premises of the MEISSEN porcelain manufactory were transformed into a shooting backdrop. Embedded in a heavenly sea of flowers, the new products, icons and campaign faces were stylishly staged by photographer Clemens Porikys. With their unique and unmistakable look, the Italian twins Fabrizio and Valerio Salvatori epitomise the modern lifestyle. 'With REIMAGINE MEISSEN, we are giving the very special treasures of Meissen creativity a contemporary stage. With the Kirchner Bären from 1732, the newly curated historical white vase collection and our modern reinterpretations of the onion pattern, the entire claviature of MEISSEN's creative power is on display,' says Lena Hensel. 'Our understanding of tradition is expressly not to worship the ashes, but to pass on the fire. We are investing in the modernisation of the brand and strengthening our relevance in the present,' continues CEO Dr Tillmann Blaschke.

URBAN COLORS

BE COLORFUL – MEISSEN's unique colour formulas have been created in the manufactory's own laboratory since 1720. With an impressive standard repertoire of over 300 colours, these well-guarded treasures are still only accessible to a hand-picked group of manufactory experts. The MEISSEN world of colour turns spring into a festival of nuances. The new Urban Colors dinner plate collection offers six vibrant solid colours in red, yellow, celadon, petrol, light blue and pink, which can be finished with a coloured or gold rim. These plates

not only set impressive colour accents on their own, but can also be individually combined with the MEISSEN icons. This is where art meets boldness. Welcome to MEISSEN. Unmistakable. Fascinating. Unique.



URBAN COLORS MEET HERITAGE

BE AUTHENTIC – The popular Heritage decors are given a new lease of life in a sophisticated mix & match with the monochrome Urban Colors dinner plates. Everyone knows them, everyone loves them, the icons: the onion pattern, the Meissen rose, the Ming and court dragon and the Indian painting. In combination with the new Urban Colours, a fresh dynamic unfolds. The iconic Decor plates can be playfully combined individually with the plain-coloured novelties to create a fresh look. Urban Colours meet Heritage: this is the definition of modern tableware that celebrates the MEISSEN DNA in an unmistakable way. [Link](#)



THE ORIGINAL

BE ORIGINAL – Since its creation in 1733-35, this icon has repeatedly been the source of inspiration for impressive interpretations of masterful series such as the Onion Pattern Style or Noble Blue. For The Original collection, the iconic onion pattern blossoms in a decor variation with extraordinary splendour. With REIMAGINE MEISSEN, this legendary original, with the cobalt blue pattern, is no longer only presented on the all-time favourite white, but also unfolds a fascinating interplay of the senses on the new Urban Colors. The vibrant background colours of celadon, yellow, red, pink, blue and petrol give the iconic decor an urban twist - an impressive modernity. With The Original, a dinner service has been created that is unrivalled. Sensual and stylish - simply the original. [Link](#)



Golden Onion Style – The new spring collection 2025

BE UNIQUE - In the new MEISSEN spring collection, the decorative icon blossoms in full beauty as a golden onion pattern on the 'white gold'. Golden Onion Style is a fusion of two décor novelties. The onion pattern, relaunched as The Original, is framed by the graphic Royal Meander ornament as a glossy gold decor. This pattern goes back to the tiled floor in Albrechtsburg Castle, where the first European porcelain manufactory was established in 1710. Both decors originate from the roots of MEISSEN and unfold their radiance in the here and now. Artful and light, this special edition delights with Coffee with Style products, two elegant vide-poches, an elegant vase and perfectly coordinated Easter egg variations. [Link](#)



MYSTIC MAISON

BE SPECIAL - A tribute to the fine arts. A truly opulent masterpiece unfolds on the elegant N° 41 mould, transporting the viewer into a fascinating world. Majestic mythical creatures such as the winged lion, ornate rocaille elements and shells characterise this detailed décor, in which ornamentation and sophistication merge into a luxurious whole. Mystic Maison not only brings festive splendour to the table, but is definitely a unique highlight from MEISSEN. [Link](#)



SWANESS

BE MORE – This impressive service catapults over 300 years of baroque dining and festive culture into the present in a seductive way. The swan service confidently presents itself with its unmistakable relief, the contours of which impressively reflect the light and make the delicately crafted figures appear almost transparent in the characteristic shimmer of the porcelain. A wealth of detail, still worked out by hand by the manufacturers to this day. This is unique craftsmanship - this is MEISSEN. [Link](#)



VASENKOLLEKTION

BE ICONIC - The impressive variety of shapes is reflected in the masterful vases that have been created since the beginnings of mould design in the 18th century. These special works of art have been brought together in the REIMAGINE MEISSEN vase collection, which reflects the stylistic epochs of 315 years. Without painting or decoration, these it-pieces shine in 'white gold' and transform every room into a stylish statement with their presence and set iconic accents that raise design awareness to a new level. Whether peacock vase, pumpkin vase or baroque handle vase - the royal class in perfection. [Link](#)

TIERFIGUREN

BE WILD - In the REIMGAGINE MEISSEN campaign, the majestic animal figures are given the stage to present their special fantasy and appeal. They are an example of how vividly and imaginatively these large sculptures were created, starting with the founding of the manufactory and as a special concern of Augustus the Strong, Elector of Saxony and King of Poland. They are true masterpieces of this unique craft, impressive in their expression and beauty - absolute highlights of MEISSEN's artistic expertise. [Link](#)



OSTERN

BE CURIOUS - The modern Easter centrepiece: with the hand-painted porcelain eggs, every Easter bush becomes an object of art. The different decor variants, from unglazed biscuit porcelain to gold painting, are stylish design statements. Fine porcelain figurines are not only unique decorative objects but also transform living spaces into stylish oases. Sophisticated craftsmanship meets modern living culture. Made in Meissen - for 315 years. [Link](#)



BE ICONIC, BE SPECIAL, BE ORIGINAL - A new era of MEISSEN. 'White gold' in its most exciting form. Every piece a masterpiece. Every moment an inspiration. With MEISSEN.

#MEISSENPORCELAIN #VISITMEISSEN #ILOVEMEISSEN

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For further questions and information, please do not hesitate to contact us.

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