

Purple will crown Iittala's Christmas this year

The lead-up to Christmas is often a hectic time for many people, and it is easy to forget what is really important in all the rush. However many presents we get, however delicious the traditional dishes on offer, or however spick and span our homes, what is ultimately most important for most of us is the chance to relax and enjoy Christmas with our nearest and dearest. And to be able to do so in the true seasonal spirit. Iittala always offers a range of Christmas colours and timeless classics to help create the right atmosphere.



This year we will be offering *Kartio* glasses and *Teema* glass bowls in red for the first time, for example. *Teema*, *Taika*, and *Origo* seasonal products will also be available in red again, and will be joined for the first time by *Teema* products in elegant pearl grey. For that special touch, *Kartio* glasses, *Teema* bowls, *Kivi* candleholders, and *Aalto* vases will be available in purple.

Purple is a perfect match for red and pearl grey, and all three colours are easy to mix and match with white, which continues to be a favourite Christmas colour. In addition to the right colours, seasonal nibbles, candles, and other types of lighting are also very much part of the Christmas picture. Iittala's Ambient Light collection offers a range of products that are perfect here. One of the classics in the collection, **Harri Koskinen's** *Lantern* candleholder, celebrates 10 years in production this year, and will be available in purple to mark the occasion.

Celebrating Christmas with Iittala classics

The Christmas mood in many people's homes is typically traditional, with a little something new every so often. The same approach is perfect when setting the table with Iittala products – by mixing and matching old and new, and bold colours and decorative designs, to create something special and unique. Iittala's timeless classics are often passed down from generation to generation and in so doing people also pass on shared memories of happy times spent together.

A new glass that's perfect for cocktails and desserts

Iittala will introduce a new *Essence* multipurpose glass this festive season that will be perfect for aperitifs, cocktails, and desserts. Designed by **Alfredo Häberli** in 2001, the *Essence* range has quickly become a classic and is still attracting new fans. Four-glass *Essence* packs are sure to be popular gifts this year.

Iittala stores will offer a number of other gift sets and special packs as well this Christmas. For bird lovers, Professor **Oiva Toikka** has created a Christmas-red addition to his Birds by Toikka collection – *Jouliana* – while **Anu Penttinen** has added Mr *Salty Liquorice* and Mrs *Funky Violet* to her own bird collection. Stores will feature numerous other Iittala-branded seasonal products that will also make excellent gifts as well, including Christmas decorations, notebooks, aprons, tea towels, and tablecloths. The range on offer will vary from store to store, so check out what your local store has.

And don't forget that buying your gifts and decorations well in advance will help take some of the pressure off as Christmas approaches!

Deliveries 1.9.2009:**Teema pearl grey:**

Plate 21 cm
Bowl 21 cm
Plate 15 cm
Mug 0,3 l

Aalto Collection

Vase 255 mm clear
Vase 255 purple

Birds by Penttinen

Funky Violet 90 x 115 mm, lilac
Sweet Liquorice 90 x 115 mm, black

Deliveries 1.9. – 31.12.2009**Teema red**

Plate 21 cm
Bowl 21 cm
Plate 15 cm
Mug 0,3 l
Plate 17 cm
Plate 16 x 16 cm

Teema glas bowls

Purple 0,4 l
Red 0,4 l

Kartio

Tumbler 21 cl purple
Pitcher 95 cl purple
Tumbler 21 cl purple

Taika red

Plate 21 cm
Espresso cup 0,1 l
Plate 11 cm
Mug 0,4 l
Bowl 0,6 l
Coffee cup 0,2 l
Plate 15 cm

Origo red

Mug 0,25 l
Bowl 0,25, 0,5 and 2.0 l
Plate 20 and 26 cm

Birds by Toikka Jouliana 180 x 115 mm

Further information:

Tuija Aalto-Setälä, PR Manager, tel. +358 204 39 5255,
tas@iittala.com

Photo requests:

Kirsi Lauttia, Communicator, tel. +358 204 39 6220
kirsi.lauttia@iittala.com

www.iittala.com