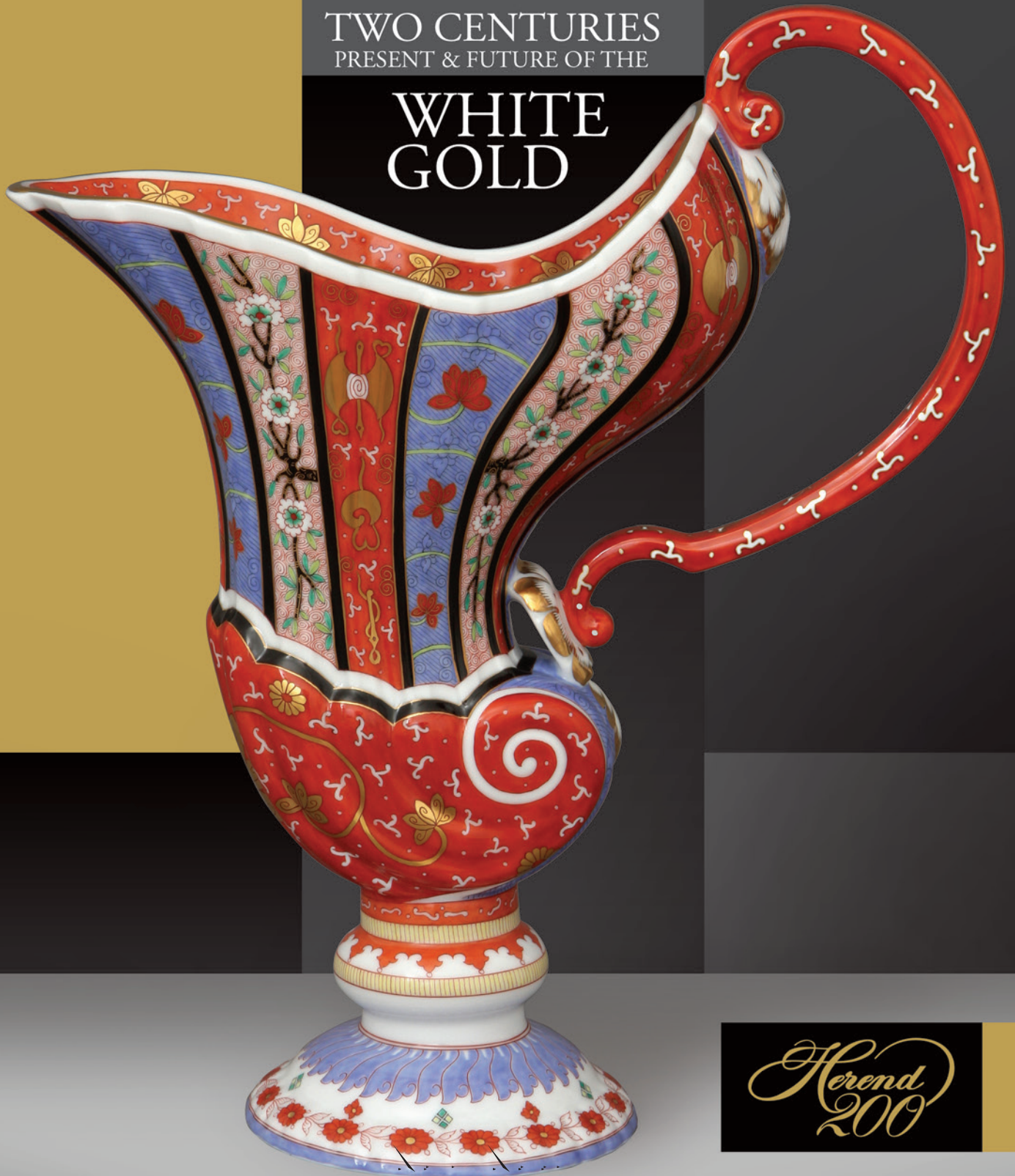


HEREND

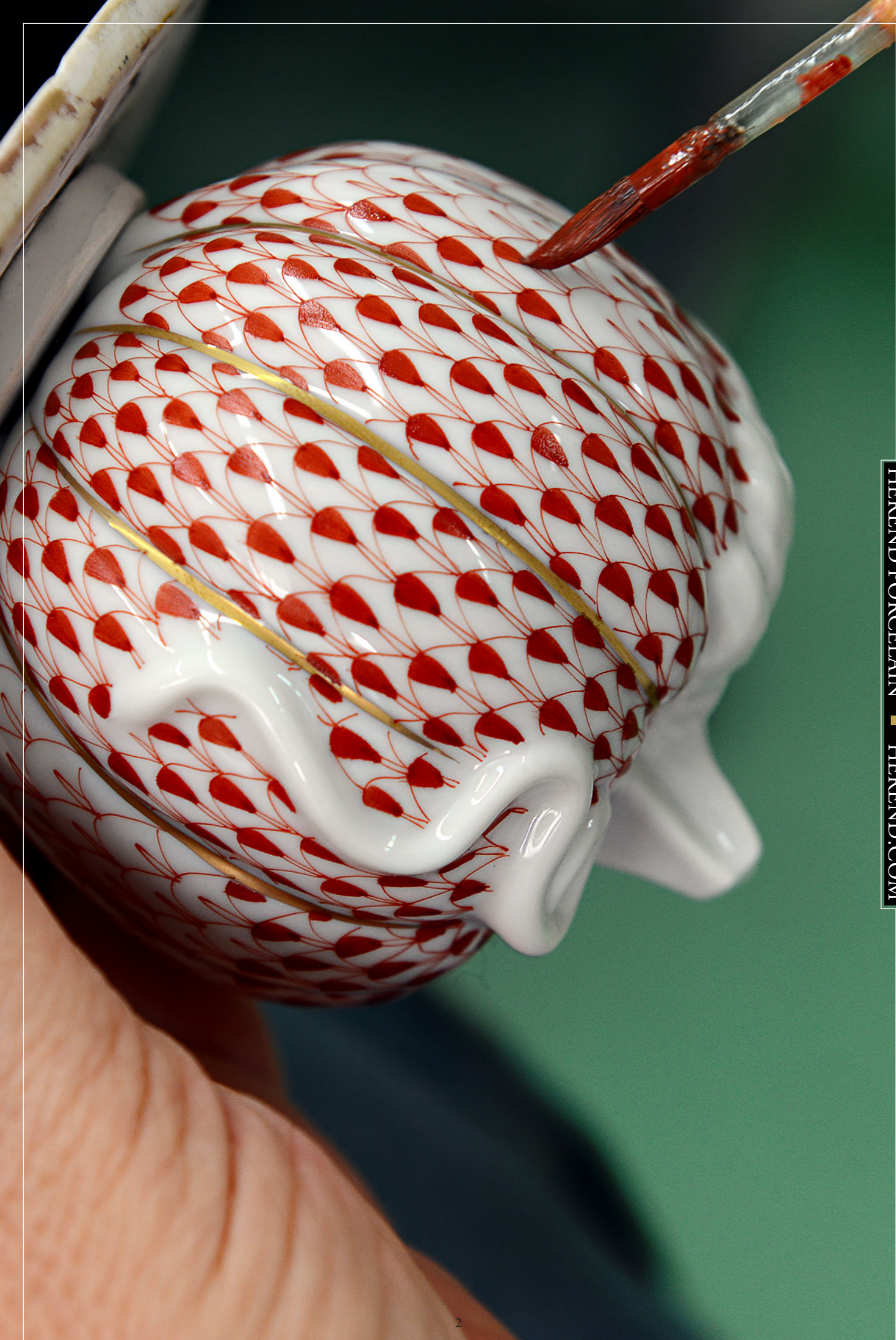
PORCELAIN

TWO CENTURIES
PRESENT & FUTURE OF THE

WHITE
GOLD



Herend
200



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ABOUT...

INTRODUCING
HEREND PORCELAIN MANUFACTORY

WHAT LIES BEHIND THESE WORDS?

PORCELAIN

- noble and fine material produced in Europe since 1709
- ingredients: kaolin, feldspar, quartz and the secret-ingredient expertise
- keeps its value

HEREND

- small town in Hungary, about 130 km west of Budapest
- worldwide known fine porcelain

MANUFACTORY

- using Herend's own white-ware
- making products only with manual technologies
- craftsmanship passed from parent to child
- the world's largest manufactory
- workforce 700
- painters 400
- potters 200
- in-house apprenticeship



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WHAT LIES BEHIND THE SUCCESS?

REFERENCES

- notable customers
- special gifts

TRADITION

- two centuries of history
- classic patterns
- elaborated methods

TOURISTIC POINT OF INTEREST

- Herend Porcelain Museum
- Porcelanium: interactive visitor centre
- Mini-manufactory

WIDE REPERTOIRE OF PRODUCTS

- about 16 000 shapes
- about 4 000 patterns
- 64 million combinations

INNOVATION

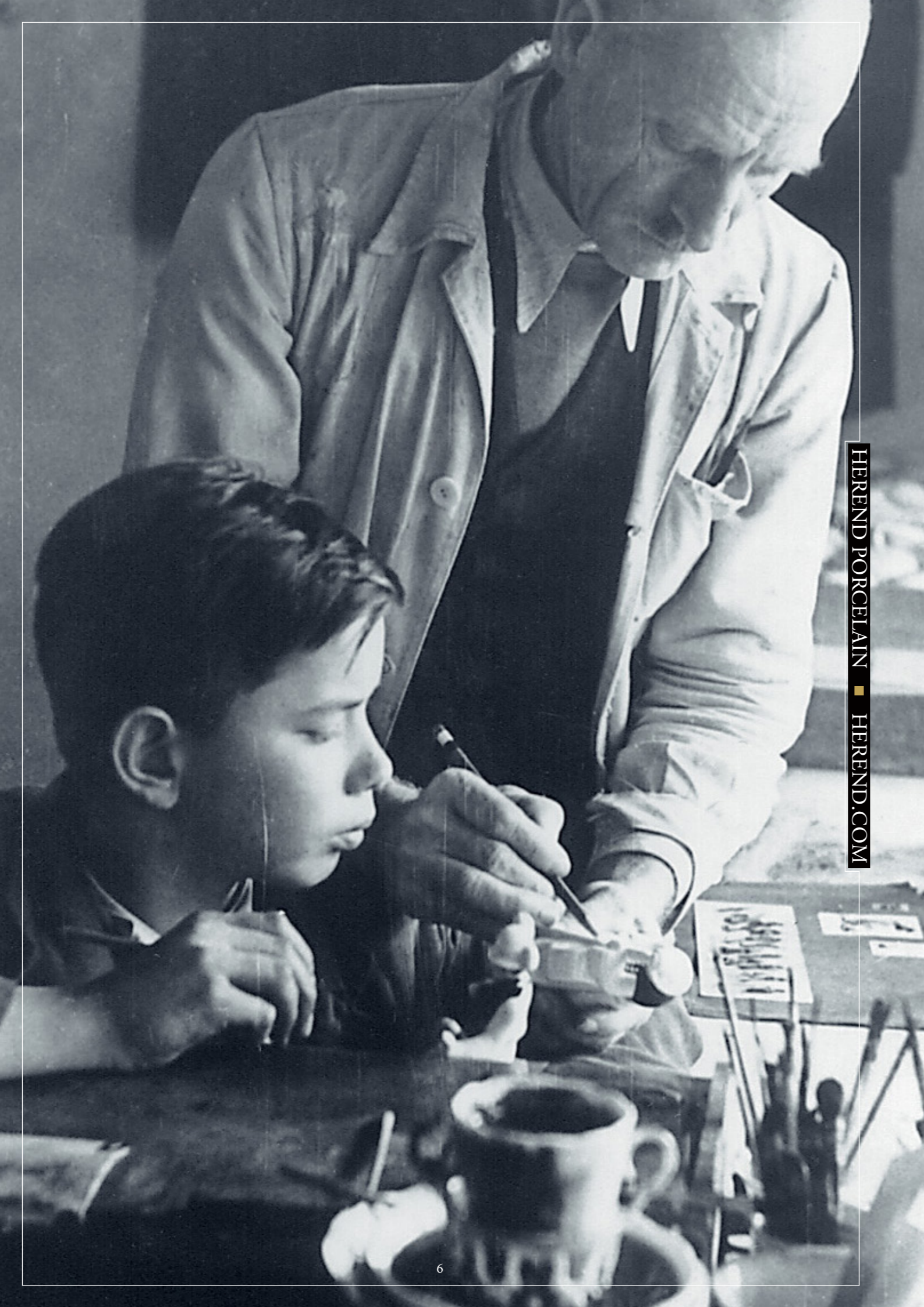
- pattern evolutions
- trendy designs

MERCHANDISE

- worldwide network
- about 60 countries
- all continents



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TRADITION

TWO CENTURIES OF HISTORY

The beginning

A workshop is founded at Herend in 1826 by Vince Stingl
He makes pottery and experiments with porcelain

An owner with ambitions

The manufactory passes in 1839
to a new owner with ambitious plans
Mór Fischer woos the wealthy
and mighty with perfect replacers
His own creations soon win
the hearts of the aristocracy at home
and abroad





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Chronicle of success

- 1842 First Hungarian Applied Arts Exhibition, Budapest
- 1845 Applied Arts Exhibition, Vienna
- 1851 Great Exhibition, London
- 1855 World Exposition, Paris
- 1883 Arts Exhibition, Amsterdam
- 1901 International Exhibition of Ceramics, St Petersburg
- 1926 International Exhibition, St Louis
- 1940 Seventh Triennial, Milan
- 1958 World Exposition, Brussels
- 1970 Herend exhibition, Tokyo
- 1981 International Fair, Frankfurt
- 1986 Historical exhibition, San Francisco
- 1996 Hungary's National Quality Award
- 2001 Hungarian Heritage Prize, Millennium Award
- 2006 New York, Luxury Institute: Herend is the most preferred luxury brand in the USA
- 2007 Herend porcelain exhibition in Carskoye Selo
- 2008 Herend porcelain exhibition in Ariana Museum, Geneva
- 2009 Herend porcelain exhibition in Kremlin, Moscow
- 2011 Herend becomes a member of Comité Colbert
- 2012 Herend becomes the most excellent luxury brand in Hungary
- 2013 Herend becomes a "Hungaricum"
- 2019 Budapest Stock Exchange: Herend is a member of the 50 most successful companies
- 2020 "Dragonturtle" Herend porcelain figurine wins first award of Tableware International on Frankfurt Ambiente
- 2021 Herend porcelain exhibitions in Sangai Museum of Fine Art and on MINO International Festival of Ceramics in Gifu Prefecture, Japan
- 2022 Strategic partnership is signed with Cultural Capital of Europe





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CLASSIC PATTERNS, ELABORATED METHODS

The material ...

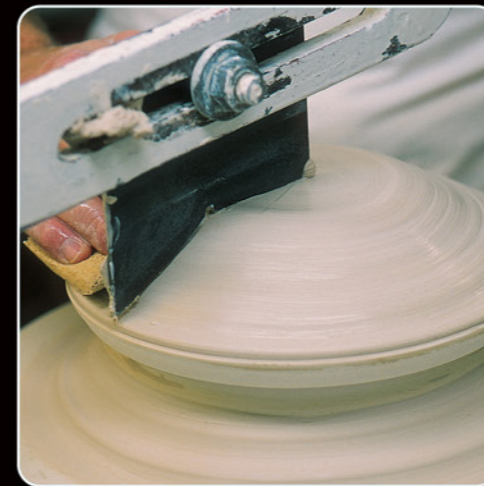
Treating the clay



Throwing



Jiggering



Casting the slip

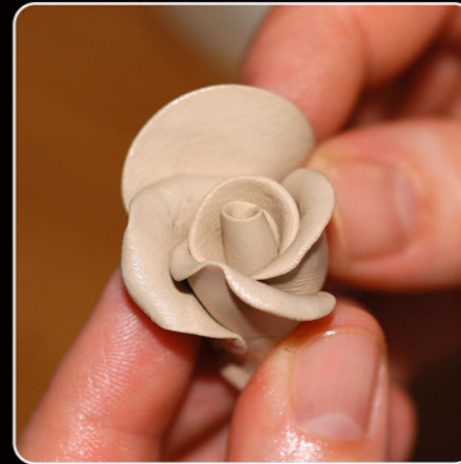


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The shape ...

Rose-making



Piercing



Assembly



Retouching





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The surface ...

Glazing



Contouring



Painting



Gilding



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INNOVATION

PATTERN EVOLUTIONS & TRENDY DESIGN

- classic patterns redesigned in multiple versions
- redesign for partner demands
- young artists' masterworks program



00524000VICTORIA

00524000EVICT1

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WORLDWIDE

MERCHANDISING



WORLDWIDE PRESENCE

- worldwide network
- about 60 countries
- all continents



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WIDE REPERTOIRE OF PRODUCTS

The Herend Porcelain Manufactory produces and sells only hand-made, hand-painted porcelain articles of the highest standards, embodying centuries-old traditions.

Setting standards

Exclusive, hand-painted luxury porcelain
A brand with distinction in 60 countries
Craftsmanship dating back to 1826
Custom-made product
Taking 16,000 shapes in 4000 patterns
Each piece a masterpiece
Limited editions
Special assignments accepted
Continuous product development
Perpetual replacement guarantee
Preserving craft traditions

Products

Dinnerware
Ornamental articles
Figurines and sculptures
Vieux Herend figurines
Masterworks
Innovations



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Dinnerware

Useful ware for the table and dining culture
 Personalized compositions
 Tea, coffee and dinner services
 Accessories

00527000BT-1



20517000EDENP



20524000GGT-RI2



00527000CBTA

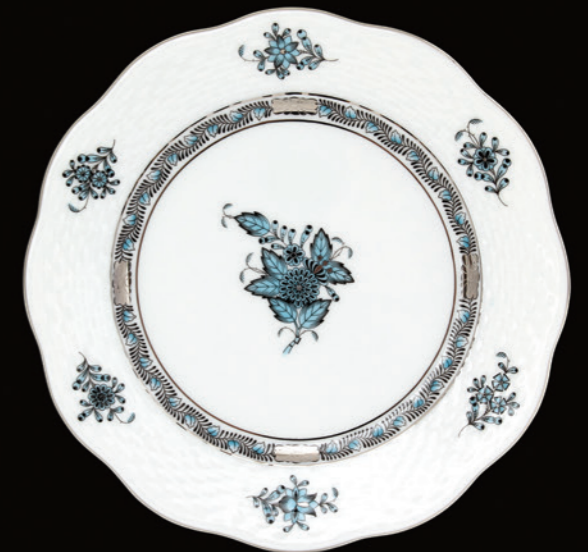
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00524000VBO



00517000ATQ3-PT



00524000VBOG-X1-PT



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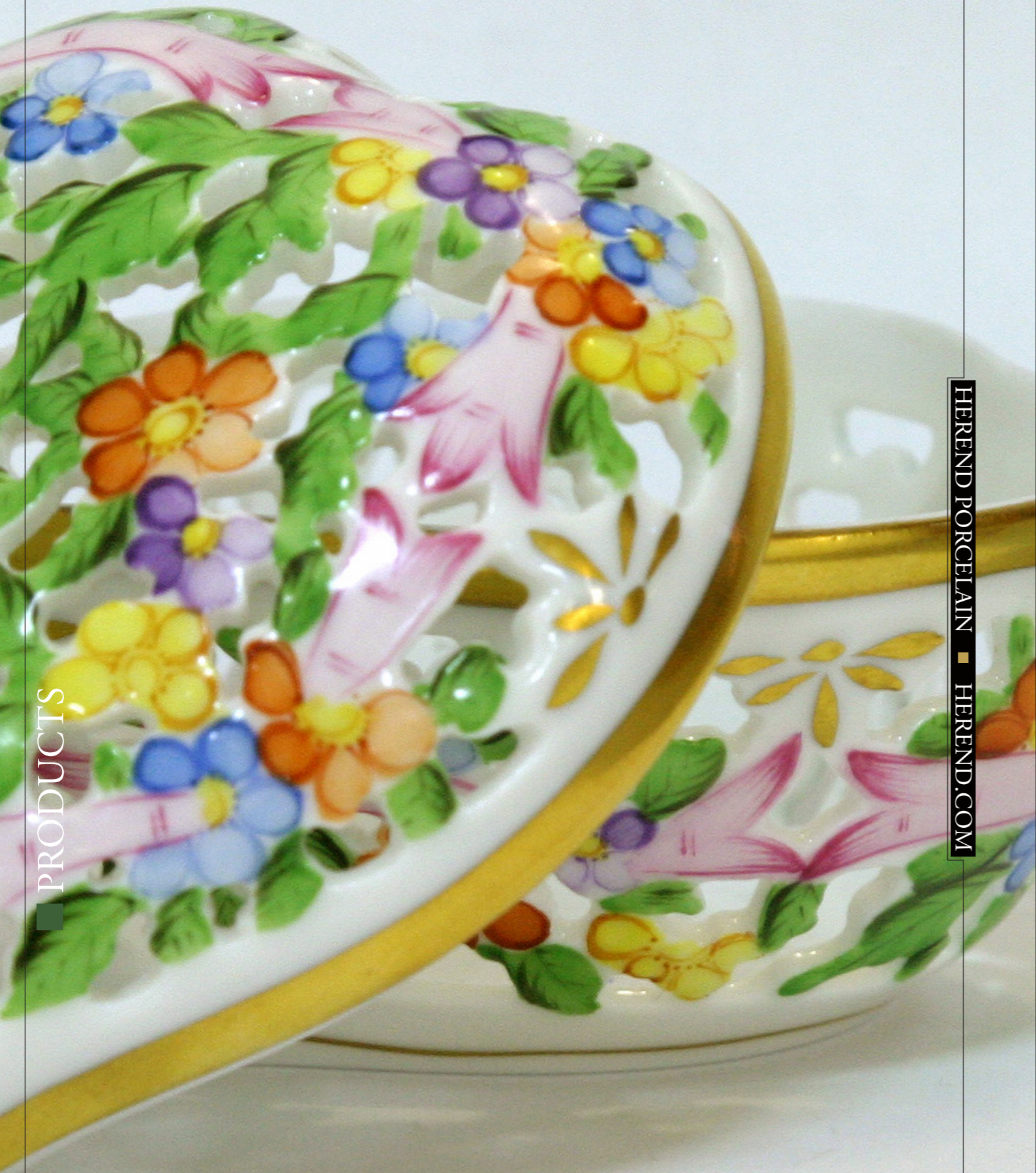
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01518000TCA

02512000EGA

20521000MTFC



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Ornamental articles

Unique shapes and perfect painting
From useful to sculptural
Intimate and evocative

Bonbonnières

Bowls

Vases

Baskets

Accessories

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06201009C-BT



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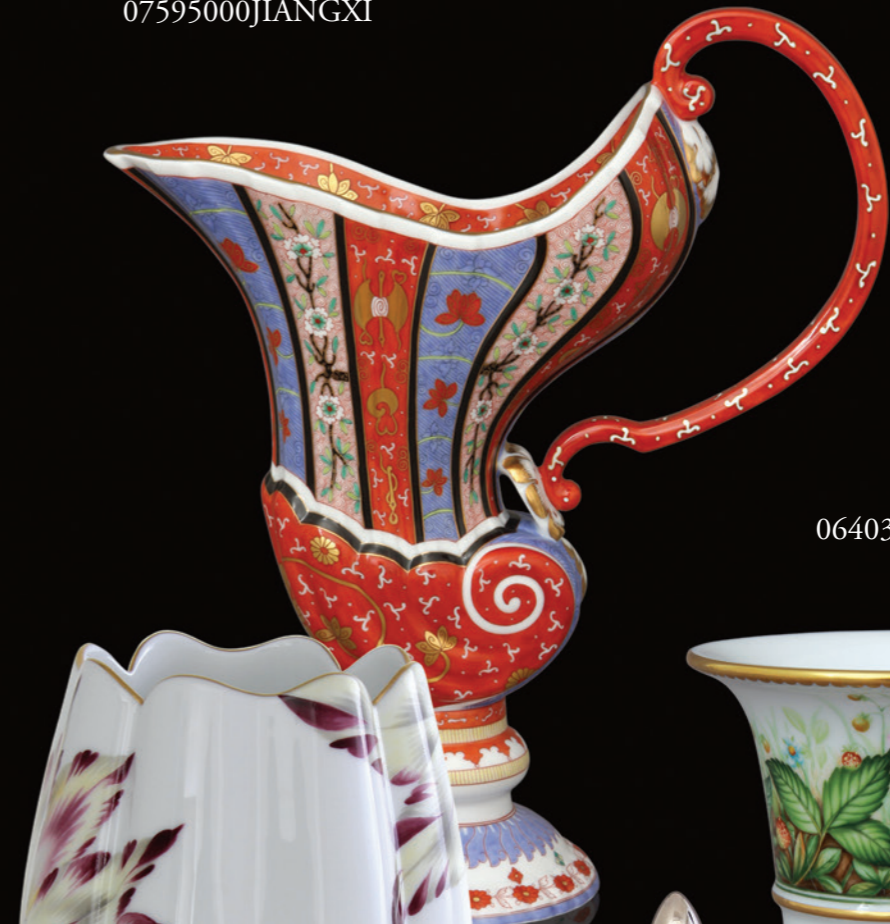


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07019000TULIPE



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Figurines

FIGURINES AND SCULPTURES
Continuous success since 1826
Designed by famous artists and sculptors
Light touch, detailed attention

VIEUX HEREND FIGURINES
Characteristic scale-pattern
The first: a cockerel in the 1880s
A collection of over 400 species
Small sculptures
Natural animal figurines

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05632000MYTP

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15196000CD1



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15656000CD



05328000VHNMM+C



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Masterpieces

Sterling pieces to individual taste
The art of the breathtaking
Where expertise meets invention
Breaking technical barriers
A credit to creators
Marked, numbered and signed
Paintings
Plates
Virtuoso pieces
Vases

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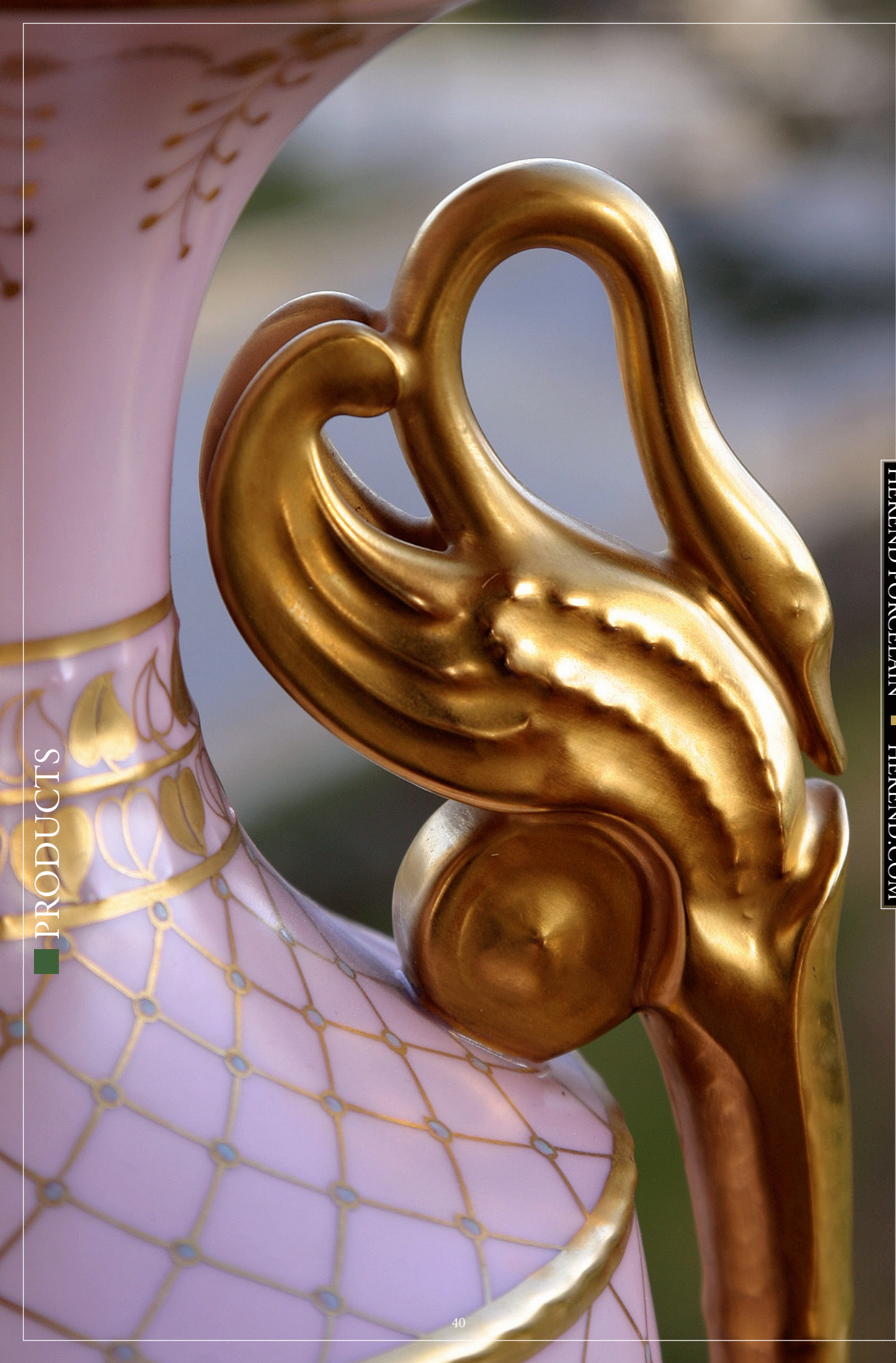


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Innovations

New pieces, new forms and new patterns
Focus on customer demands
Continuous extension and adaptation
Scrutiny by a panel of artistic judges

- Dinnerware
- Ornamental articles
- Sculptures
- Figurines



15909000SP553

15139000NCS-5

16138000VHSP142-A

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06464000NEW-YORK

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16236000SP781

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TOURISTIC

POINTS OF INTEREST

Porcelanium - complex visitor centre

- Education, entertainment, cuisine in high class
- Herend film
- Mini-manufactory
- Creative workshop
- Painting courses
- Apicius Restaurant
- Apicius Café
- Cellar
- Showroom
- Porcelain Museum
- Victoria Brand Shop



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REFERENCES

PROMINENT CUSTOMERS

Why do we treat our Customers like royalty?
 Because many of them are!

- The Royal Family of the United Kingdom
- The Royal Family of Belgium
- The Emperor of Japan
- The Sultan of Brunei
- The Sultan of Oman
- The King of Thailand
- Members of almost all royal families in the world
- Several presidents of the United States
- The Habsburg family
- The Rothschild family
- The Liechtenstein family
- Numerous world-famous performers
- Celebrities

SPECIAL GIFTS

- Houses of almost all royal families
- The residence of the Hungarian President
- The European Parliament
- The White House
- Hungarian embassies worldwide
- World-known hotels and restaurants

Celebrated sales locations

- Burlington Arcade, London
- Rodeo Drive, Los Angeles
- Fifth Avenue, New York
- The Ginza, Tokyo

Celebrated Partners

- Saks Fifth Avenue
- Neiman Marcus
- Takashimaya
- Mitsukoshi
- Daimaru

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