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EXCLUSIVE PRESENTATION OF OUR FINEST

Collection

OF HANDCRAFTED PORCELAIN



INTRODUCING HEREND PORCELAIN MANUFACTORY

WHAT LIES BEHIND THESE WORDS?

HEREND
PORCELAIN
MANUFACTORY

WHAT LIES BEHIND THE SUCCESS?

TRADITION
MERCHANDISE
METHODS
PROMINENT CUSTOMERS
REFERENCES
PORCELANIUM

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SETTING STANDARDS

EXCLUSIVE, HAND-PAINTED LUXURY PORCELAIN

A BRAND OF DISTINCTION IN 58 COUNTRIES

CRAFTSMANSHIP DATING BACK TO 1826

CUSTOM-MADE PRODUCT

TAKING 16,000 SHAPES IN 5000 PATTERNS

EACH PIECE A MASTERPIECE

LIMITED EDITIONS

SPECIAL ASSIGNMENTS ACCEPTED

CONTINUOUS PRODUCT DEVELOPMENT

PERPETUAL REPLACEMENT GUARANTEE

PRESERVING CRAFT TRADITIONS

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HEREND

LUXURY BRAND KNOWN WORLDWIDE

FINE, HARD, WHITE, LUXURY PORCELAIN

A WORLD'S LARGEST MAKER OF HANDMADE PORCELAIN

A WORKFORCE OF 1500

ALMOST 700 PAINTERS

250 SHAPERS

A COUNTRY TOWN

A COMMUNITY OF 3500

130 KM WEST OF BUDAPEST

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PORCELAIN

WORLD'S FEW TRULY NOBLE MATERIAL

INVENTED IN CHINA A THOUSAND YEARS AGO

PRODUCED IN EUROPE SINCE 1709

TRUE PORCELAIN:

VALUE

PERSONALITY

AND CRAFTSMANSHIP MAKE IT WHAT IT IS

INGREDIENTS:

KAOLIN

FELDSPAR

QUARTZ

AND THE SECRET INGREDIENT-EXPERTISE

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MANUFACTORY

AN OLDER WORD FOR AN OLDER TRADITION

SHAPED AND PAINTED SOLELY BY HAND

USING HEREND'S OWN WHIT-WARE

CRAFTSMANSHIP PASSED FROM PARENT TO CHILD

IN-HOUSE APPRENTICESHIP

WIDE SELECTION OF SHAPES AND PATTERNS

PERPETUAL REPLACEMENT GUARANTEE

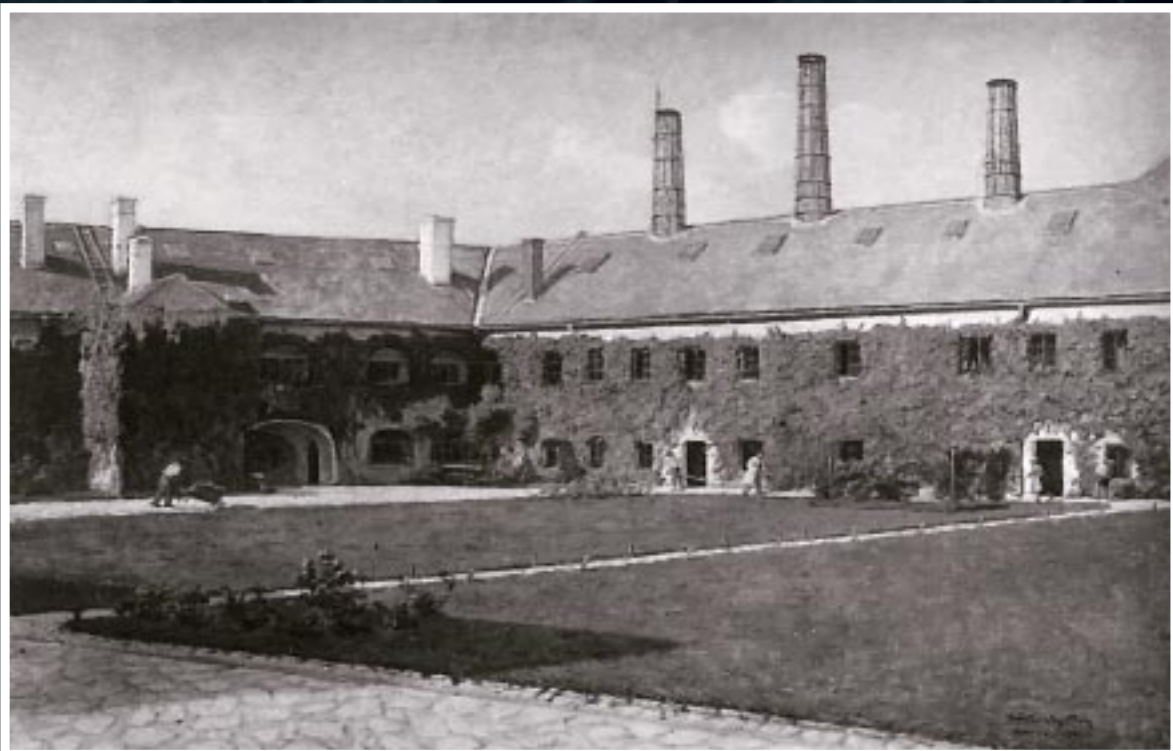
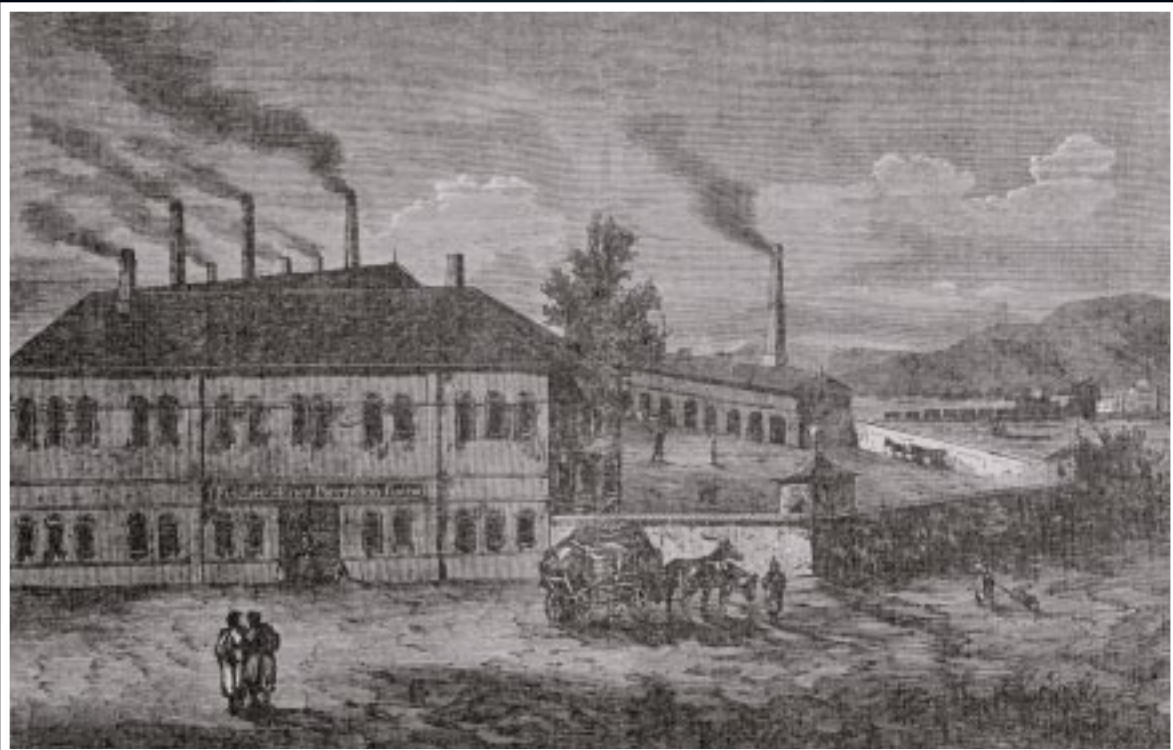
PRESERVING CRAFT TRADITIONS

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THE HEREND STORY

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 NEW OWNER

WITH AMBITIOUS PLANS

MÓR FISCHER WOOS THE WEALTHY AND MIGHTY WITH

PERFECT REPLACERS

HIS OWN CREATIONS SOON WIN THE HEARTS OF

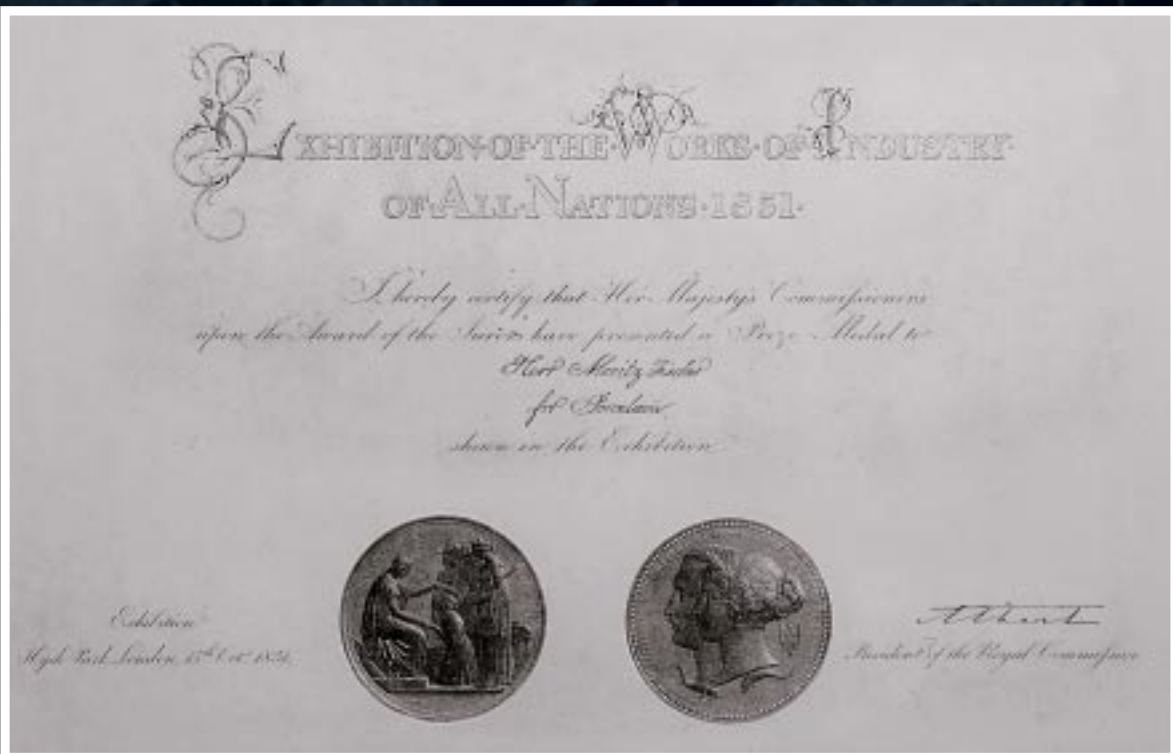
THE ARISTOCRACY AT HOME AND ABROAD

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THE HEREND STORY

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' NATIONAL QUALITY AWARD

- 2001 HUNGARIAN HERITAGE PRIZE
- 2001 CRYSTAL CROWN
- 2001 MILLENNIUM AWARD
- 2002 PRO TOURISMO AWARD





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MORE THAN PRODUCTS

THE HEREND PORCELAIN MANUFACTORY PRODUCES AND SELLS ONLY
HAND-MADE, HAND-PAINTED PORCELAIN ARTICLES OF THE HIGHEST
STANDARDS, EMBODYING TRADITIONS CENTURIES OLD.

HEREND PORCELAIN

DINNERWARE

ORNAMENTAL ARTICLES

FIGURES AND SCULPTURES

VIEUX HEREND FIGURES

MASTERWORKS

INNOVATIONS

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DINNERWARE

USEFUL WARE FOR THE TABLE AND DINING CULTURE

PERSONALIZED COMPOSITIONS

TEA, COFFEE AND DINNER SERVICES

ACCESSORIES

COLLECTIONS

FROM MAJESTIC TO YOUTHFULNESS

COLOUR VARIATIONS

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EGLANTINE



GUIRLANDE DE LIECHTENSTEIN



GUIRLANDE DE FLEURS



MOSAIQUES, FLEURS DES CHAMPS



CARREAUX BLEUS TURQUOISES



TUPINI, CORNE D'ABONDANCE



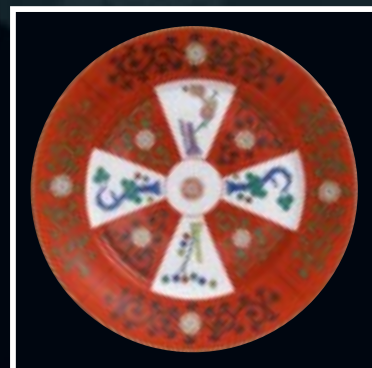
CANTON



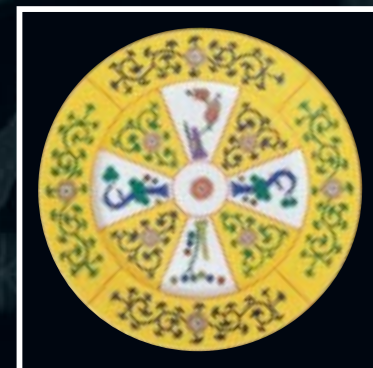
POISSONS



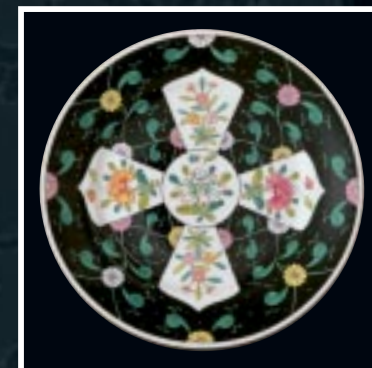
MIRAMARE



GÖDÖLLÖ



SIANG JAUNE



SIANG NOIR



VICTORIA



APPONYI FLEUR



ROTHSCHILD



BOUQUET DE HEREND



BOUQUET DE SAXE



COMPOSITION DE FRUITS





NYON



IMOLA



GUIRLANDE DE RAISINS



PERSIL



PETITS BLEUETS



JARDIN MÉDITERRANÉEN



BOUQUET DE TULIPE



VIEILLE ROSE



KITTY



PETITES ROSES



MYOSOTIS



MILLES FLEURS



APPONYI POURPRE



APPONYI ORANGE



APPONYI JAUNE



APPONYI VERT



APPONYI BLEU



APPONYI NOIR





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ORNAMENTAL ARTICLES

UNIQUE SHAPES AND PERFECT PAINTING

FROM USEFUL TO SCULPTURAL

INTIMATE AND EVOCATIVE

BONBONNIÈRES

CUPS

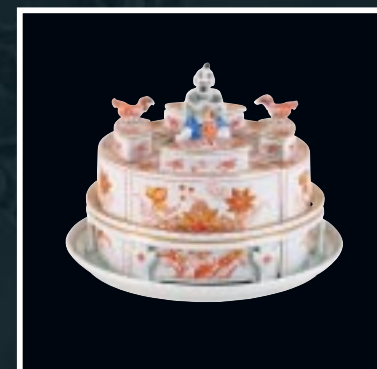
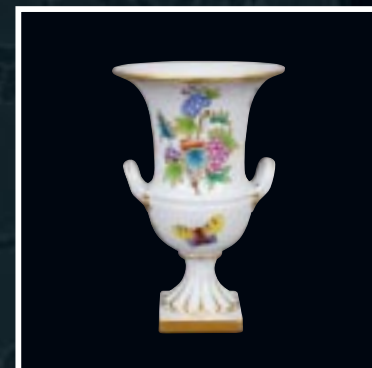
VASES

BASKETS

ACCESSORIES

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FIGURES AND SCULPTURES

CONTINUOUS SUCCESS SINCE THE 1880'S

DESIGNED BY FAMOUS ARTISTS AND SCULPTORS

LIGHT TOUCH, DETAILED ATTENTION

VIEUX HEREND FIGURES

CHARACTERISTIC SCALE-PATTERN

THE FIRST: A COCKEREL IN THE 1880'S

A COLLECTION OF 365 SPECIES

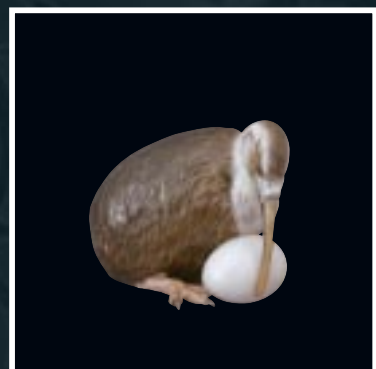
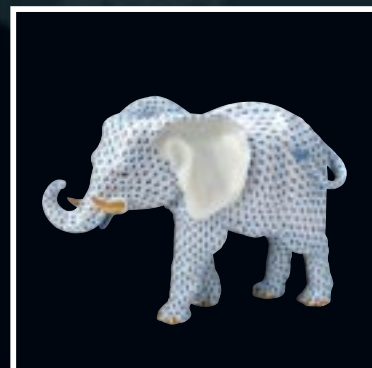
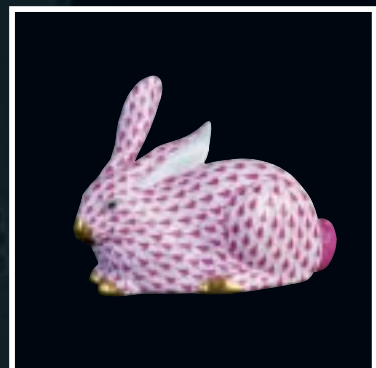
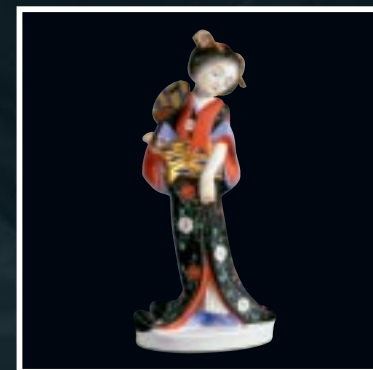
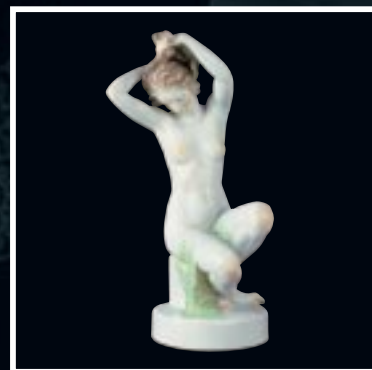
SMALL SCULPTURES

VIEUX HEREND FIGURES

ANIMAL FIGURES NATURAL

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MASTERWORKS

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

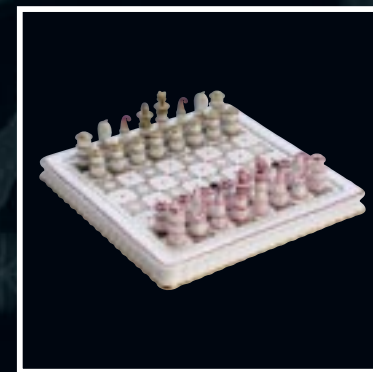
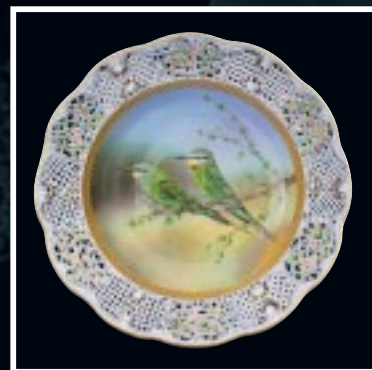
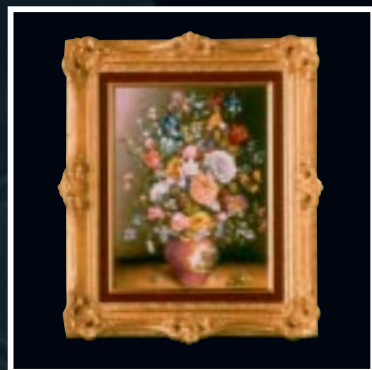
PLATES

VIRTUOSO PIECES

VASES

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INNOVATIONS

NEW PIECES, NEW FORMS AND NEW PATTERNS

FOCUS ON CUSTOMER DEMANDS

CONTINUOUS EXTENSION AND ADAPTATION

SCRUTINY BY A PANEL OF ARTISTIC JUDGES

DINNERWARE

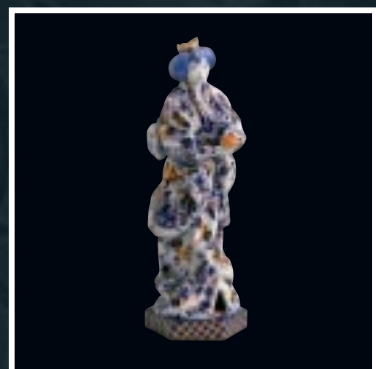
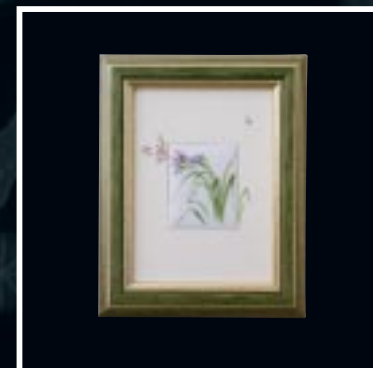
ORNAMENTAL ARTICLES

SCULPTURES

FIGURES

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METHODS

MANUFACTURE

TREATING THE CLAY

THROWING

JIGGERING

CASTING THE SLIP

PIERCING

ROSE-MAKING

ASSEMBLY

RETOUCHING

GLAZING

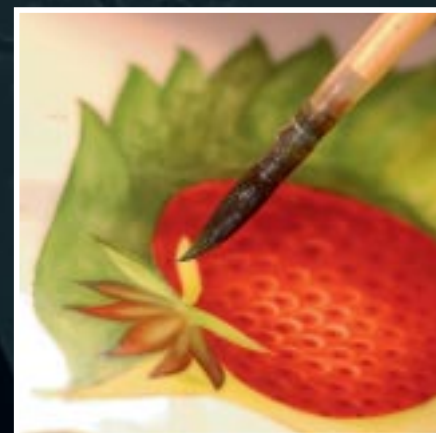
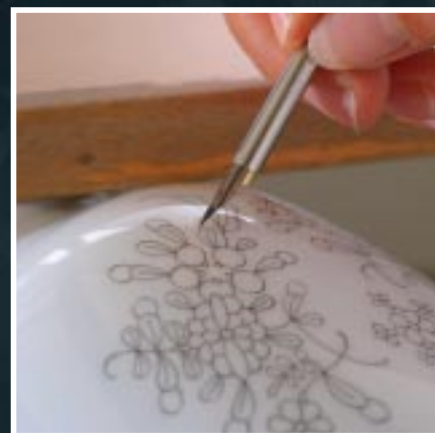
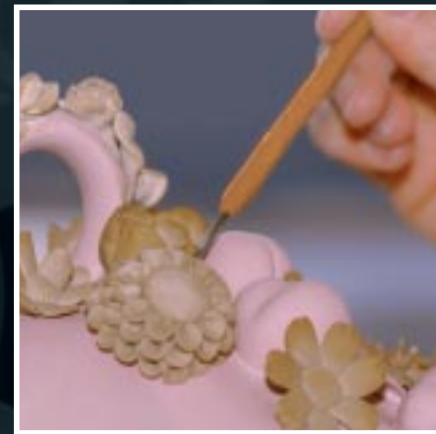
CONTOURING

PAINTING

GILDING

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PROMINENT CUSTOMERS

WHY DO WE TREAT
OUR CUSTOMERS LIKE ROYALTY?

BECAUSE MANY OF THEM ARE!

THE ROYAL FAMILY OF 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 LICHTENSTEIN FAMILY

NUMEROUS WORLD-FAMOUS PERFORMERS

CELEBRITIES



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REFERENCES

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

UNTER DEN LINDEN, BERLIN
RUE DE RIVOLI, PARIS
BURLINGTON ARCADE, LONDON
OKHOTNY RYAD, MOSCOW
RODEO DRIVE, LOS ANGELES
FIFTH AVENUE, NEW YORK
THE GINZA, TOKYO

CELEBRATED PARTNERS

HARRODS
SAKS FIFTH AVENUE
NEIMAN MARCUS
TAKASHIMAYA
MITSUKOSHI
DAIMARU

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THE PORCELANIUM

THE VISITORS' CENTRE OF HEREND

EDUCATION, ENTERTAINMENT,
CUISINE IN HIGH CLASS

THE HEREND FILM

MINI-MANUFACTORY

FABRICATION

PAINTING COURSES

THE APICIUS RESTAURANT

THE APICIUS CAFÉ

CELLAR

SHOWROOM

MUSEUM

THE VICTORIA SHOP

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