

275  
YEARS

Villeroy & Boch  
1748



## NEWMCCN BEIGE

Collection

### OUR NEW TRENDSETTER NEWMOON BEIGE

NewMoon embodies refined, pure design with perfect feel. The clean lines interpret the different phases of the moon and give the progressive blockbuster collection its own special touch. The collection in brilliant white is now being supplemented by our NewMoon beige line extension: Select key items in trendy beige form an attractive contrast and offer countless opportunities for individual mixing and matching.



- Premium porcelain
- Made in Germany
- Dishwasher-safe and microwave-safe



*Mix and Match with  
NewMoon white Items for  
an soft and aesthetic  
Coloureffect.*

## GOOD REASONS FOR SUCCESS

- Perfectly mix and match with the LaBoule pure Beige Items or the existing Blockbuster Collection NewMoon
- Ideal for hotels that do not want to exchange a collection but rather complete their series as a highlight.
- With its soft colours and matt surface feel, NewMoon beige offers an excellent stage for special food creations.



## NewMoon beige - NEW in 2023



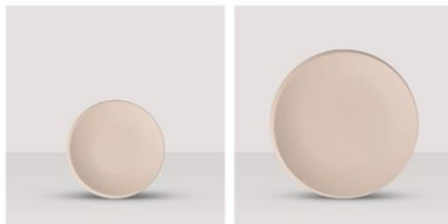
ITEM NO.: 10-4291-2990  
Presentation plate

ITEM NO.: 10-4291-2601  
Dinner plate 29cm

ITEM NO.: 10-4291-2620  
Dinner plate

ITEM NO.: 10-4291-2701  
Bowl flat

ITEM NO.: 10-4291-2700  
Bowl deep



ITEM NO.: 10-4291-2660  
Bread & butter plate

ITEM NO.: 10-4291-2640  
Salad plate

## Combine with NewMoon

# NEWMCCN

— *Collection* —

Entice your guests to reach for the stars. Inspired by the fascinating reaches of outer space, NewMoon reinterprets the remarkable crescent shape of the moon as an instant classic for the restaurant and hotel industry. The perfect setting for impressively staged culinary creations.







Combine with LaBoule pure beige

# LA BOULE

— *Collection* —

Deeply rooted in Villeroy & Boch's DNA, the groundbreaking La Boule was first introduced in 1971 and is part of the collections of the Musee des Arts Decoratif in Paris, France. Following a recent modern update, La Boule has been relaunched with 4 iconic designs.





The individual pieces of the previously black, white & black and white Laboule also find their use in trendy and special gastronomies. Now the soft and harmonious colours of LaBoule pure beige and its characteristic individual parts are also finding their way into great gastronomy locations and providing the stage for special food creations.

Mixed and matched with the blockbuster collection NewMoon and the soft colours of NewMoon beige, the individual parts of LaBoule pure beige complete a dreamlike concept that leaves nothing to be desired. All the individual components of this collection can also be combined with Manufacture Rock and the other LaBouls!





**OCR 10-1665-6021**

**Bowl flat beige**



**OCR 10-1665-6041**

**Universal plate matt beige**



**OCR 10-1665-6030**

**Serving plate grey**



**OCR 10-1665-6040**

**Bowl flat matt beige**



**OCR 10-1665-6031**

**Bowl grey**



**OCR 10-1665-6022**

**Universal plate beige**

#### COMMUNICATION

- Freestandings and milieu images available immediately in the Media Data Pool
- Concept leaflet for NewMoon/NewMoon beige & LaBoule pure beige online as of March