

TableWare

INTERNATIONAL

Month: January/February 2024 Issue: 6 Volume: 145



ZWIESEL
GLAS



HANDMADE



Atlanta Market opens its doors this January. As the show grows in popularity, more and more global retailers are sitting up to take note

New tableware launches at Atlanta Market

What? Atlanta Market | **Where?** Atlanta, Georgia | **When?** 16-22 January 2024



Beatriz Ball



The English Ladies Company



Did you know?

Atlanta Market features three buildings with 51 floors of showrooms and temporary exhibits with thousands of brands that attract retailers and designers from every U.S. state and more than 60 countries. For information, visit [AtlantaMarket.com](https://atlantamarket.com).

As Atlanta Market attracts more and more international buyers, there are plenty of new launches taking place at the home and gift expo. First up, Beatriz Ball, typically known for its signature metalware products, has recently added more tabletop categories to its collection with ceramic dinnerware, flatware, glassware, melamine, acrylics, linens, rattan and placemats.

Ceramic dinnerware comes in two collections, Valentina and Chiara, with Aurora serving items to mix & match. New for winter 2024 is Bird on Branch, hand-painted ceramic serveware which includes bowls, an oval platter, baguette tray, pitcher and a pedestal cake stand. The new Bird on Branch motif can also be found on linens, including a runner as well as dinner and cocktail napkins.

The new multi-coloured Aquarelle glassware collection features tints reminiscent of watercolours.

It includes stemmed flutes and coupes, with a different colour on each segment and also HB, DOF and All-Purpose glasses. The Aquarelle glasses are sold in sets of four and can be mixed & matched for a unique serving experience.

New in glassware is also the Adana collection with reverse-painted bowls and platters.

In metalware Beatriz Ball will add colour elements with the new Carnaval collection of bowls, platters and barware items. New placemats will also debut. The Bloom melamine series will be line extended with serving items at the Atlanta, Dallas and Las Vegas markets.

"It might take a lifetime to assemble a tableware collection as beautiful, varied and versatile as the one I have put together", says Beatriz Ball, founder of the company that carries her name. "I have been inspired to build stories and collections with a renewed sense of purpose and energy. I think that our introductions for winter 2024 are some of our best ever".

Meanwhile, exhibiting from Stoke-on-Trent, The English Ladies Company will debut three brands at the Atlanta Market: Disney, Paddington Bear and Charlie Bears.

The range of fine bone china collectibles, figurines and teawares will be based in Building 2, Floor 3, Booth 100E. After a brief introduction by Enesco in 2023, the company of brands will enter the US Market on its own and is looking to secure direct relationships with retailers across the USA, having set up operations to support US retailers.