



Wedgwood's 2009 Anniversary Celebrations

Josiah Wedgwood was a man with a vision

He dreamed of creating the world's greatest ceramics and developing a true English style able to transcend global fashion boundaries.

In 1759 he formed Wedgwood and within ten years he had transformed the nation's tableware – and numbered among his customers both Royalty and commoner alike.

“ He was the greatest man who ever, in any age or country, applied himself to the important work of uniting art with industry”

William Ewart Gladstone, British Prime Minister and Collector of Wedgwood,
speaking of Josiah Wedgwood I in 1863

His inspiration has remained key to Wedgwood's success ever since. Now due to celebrate its 250th anniversary in 2009, Wedgwood has become the world's leading luxury lifestyle company and delighted customers in more than 100 countries around the globe.

To mark this milestone, a series of celebrations are being planned to draw together the heritage, history, art and activities that have helped to make Wedgwood a household name for luxury since the 18th century.

Unique Anniversary items will be produced by Wedgwood's master craftsmen, with exhibitions staged both at the home of Wedgwood in Barlaston, England, at its award-winning Visitor Centre, and in its markets worldwide. Special events will also be organised to give customers old and new the chance to join this unique anniversary.



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250th Commemorative Collection

To celebrate its 250th anniversary, Wedgwood has produced a special commemorative range, in addition to the new tableware and gift launches.

A small capsule collection of desirable items at accessible price points, provide the 'fun' element to this prestigious occasion. All items are inspired by the four key platforms synonymous with the brand: iconic imagery, heritage, Englishness and of course blue!

Fine bone china mugs have been created to celebrate three important occasions – the great innovation of Jasper, which has become synonymous with Wedgwood the world over; the Wedgwood cameo in a variety of guises and finally the 250th Wedgwood timeline depicted via the Wedgwood backstamp, which is not solely a label of recognition but also the ultimate mark of quality and design.

Inspired by a quirky figurative piece from the Wedgwood Museum Archive, the Crowns in two colour-ways can be used as witty tea light holders or trinket boxes as well as a symbol recognising Wedgwood's longstanding connection with Royalty. Available in the brand colours of blue and white or the more 'bling' version in blue and gold, these crowns are a great gift to give or commemorative piece to save.

And finally a range inspired by the past Wedgwood designs of two great British Illustrators, Professor Richard Guyatt and Eric Ravilious. A trio of Queen's Ware gift items, featuring quintessential English sayings including 'Just my cup of tea' and 'For Queen and Country' decorating a large mug and two different sized ceramic trays. The result is a nostalgic, classic and collectable range.

Accompanied by a gift box and commemorative 250th sleeve, this range will create a wonderful opportunity for everyone to participate in Wedgwood's celebrations.

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