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**AVAILABLE NATIONWIDE THIS SUMMER - NEW PYREX ELEGANCE COOKWARE,
FOR TODAY'S DESIGN CONSCIOUS TWENTY AND THIRTY-SOMETHINGS**

From July, the new Pyrex Elegance collection will be available nationwide in John Lewis stores, Heals, Fenwicks, Selfridges and Harrods. One of the most significant developments for the Pyrex brand in the last fifty years, the new Pyrex Elegance collection was unveiled earlier this year to appeal to the increasing demand for 'designer' and 'well designed' products in every aspect of everyday life, in particular among image conscious twenty and thirty-somethings.



The new lines will be available in addition to the established range of Pyrex cookware with Pyrex Elegance non-stick bakeware from £5.99 and glass ovenware from £10.00. Further details and the full collection can be viewed online at www.pyrexelegance.com.

Renowned English designer, based in Milan, George J. Sowden was commissioned to create the new Pyrex Elegance collection of glass ovenware which currently comprises six casserole and roasting dishes, with further products scheduled to be launched in the autumn. At the same time, a striking, premium range of Pyrex Elegance non-stick bakeware was developed in collaboration with British Female Inventor and Innovator of the Year 2006, Morag Hutcheon.

By achieving a balance of beautiful form and practical functionality, combined with affordability, the new Pyrex Elegance collection offers the ideal cookware for twenty first century consumers, as independent authority on design in modern society, Dr. Penny Sparke*, explains:

"In the early twenty-first century the words 'design' and 'designer' tend to be over-used and abused without considering the real meaning. 'Designer' suggests that products are special in some way, being differentiated from the run-of-the-mill by being more artistic, individual and often more expensive. Well designed products not only attract our eye with their beautiful form but also offer a level of functionality, dependability and durability that fits seamlessly into our everyday lives and enhances them in a number of ways. The new Pyrex Elegance collection appears to have struck the balance between these two concepts that should ensure the products lasting appeal with today's most sophisticated consumers."

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Both aesthetic and ergonomic in design, Sowden's Pyrex Elegance glassware achieves smooth curves, flowing lines and stunning reflections with a tactile finish, reassuring balance and solid stability, redefining essential Pyrex concepts of 'clean', 'healthy' and 'useful'. True to the durability of all Pyrex cookware, Pyrex Elegance glassware comes with a 20 year guarantee.

The new range of non-stick Pyrex Elegance bakeware comprises trays and moulds in fourteen shapes and sizes for every baking requirement, from pizzas, cakes and loaves to the traditional Sunday roast. The lightweight but reassuringly rigid moulds are coated inside and out with a smooth, metallic-grey non-stick finish and feature curved handles at diagonal points, with heat resistant silicone grippers, to combine confident handling with striking design. Tactile to the touch and visually distinctive, the new range is designed for consumers in search of more stylish, upmarket kitchenware for everyday use and the products come with a 10 year guarantee.

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*Note to editors : Dr. Penny Sparke is Pro Vice Chancellor (Arts) at Kingston University and a respected authority on design in society. Further details can be found at http://www.kingston.ac.uk/design/mirc/p_sparke.html

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