

The logo for Pyrex, featuring the word "PYREX" in a bold, white, sans-serif font inside a red rounded rectangle.

Housewares : Homewares as Gifts

Gifts of Pure Elegance

The collection of Pyrex Elegance glass casserole and roasting dishes, unveiled earlier this year, makes the perfect gift for today's most discerning consumers. Designed by George J. Sowden, the Pyrex Elegance range literally brings aesthetic and ergonomic qualities from the oven to the table, with smooth curves, flowing lines and pure reflections, tactile to the touch, with reassuring balance and stability.

The range comprises 2.5L and 3.L round casserole dishes, 35x23cm and 39x25cm rectangular roasters, 35x24 and 39x27 oval roasters. Each piece is presented in stylish black packaging with a transparent window to see the product within. Pyrex Elegance glass ovenware comes with a 20 year guarantee and prices start from £10 RRP.

The Pyrex Elegance collection is available nationwide through branches of John Lewis, Heals, Fenwicks and Selfridges, Harrods and specialist independent retailers. Further details are available at www.Pyrexelegance.com and by contacting the sales team on 01327 323 010.

On behalf of Pyrex Elegance, Marketing Manager Frannie Santos-Mawdsley explains, "Since going on sale nationwide this summer, many retailers have been telling us how popular Pyrex Elegance is proving as wedding gifts and as such we're confident the casseroles and roasters, in the striking black packaging, will be strong sellers for the Christmas gift market but also throughout the autumn and winter season".

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