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EVOLUTION OF AN ICON WITH NEW PYREX ELEGANCE JUG

The iconic Pyrex measuring jug has a new 'designer' double for today's most style conscious consumers. A brand new one litre measuring jug has just been launched as the latest addition to the Pyrex Elegance collection of glass cookware, created by renowned British designer, George J Sowden.

For over half a century, the distinctive Pyrex measuring jug has been one of the most familiar and indispensable kitchen items, even featuring in the Phaidon Book of Design Classics. Just as the original Pyrex jug has been valued by generations of home cooks, the new Pyrex Elegance version now meets the needs of today's consumers who require the most functional household items to look great too.

Remaining true to the fundamental Pyrex principles of quality, versatility and durability, Sowden has brought a new level of contemporary styling to the Pyrex Elegance jug, with clean lines, pure reflections and the scale in black, instead of the traditional red. In addition to the new measuring jug, a two litre Pyrex Elegance mixing bowl has also been launched in the Sowden collection, with a sturdy flat base and sleek rim for confident handling. The Pyrex Elegance measuring jug and mixing bowl are both priced from £7.50 rrp and include the 20-year warranty provided with all Pyrex Elegance glass ovenware.

On behalf of Pyrex Elegance, UK marketing director, Frannie Santos-Mawdsley comments, "The launch of the new Pyrex Elegance jug and bowl is an exciting landmark occasion as we now have stylish Sowden designs for two of our most popular kitchen classics to meet the changing requirements of UK consumers. With existing Pyrex Elegance glass ovenware and non-stick bakeware already proving popular through homeware retailers across the UK, these two new products are sure to be a great success as 'designer' kitchen essentials and classics of the future".

Pyrex Elegance is available nationwide through leading department stores and specialist retailers including John Lewis, Heals, Fenwicks, Heals, Selfridges and Harrods. Further information can be found at www.pyrexelegance.com.

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