



PRESS INFORMATION, 24 MAY 2007

ACHIEVE AL FRESCO ELEGANCE WITH NEW DESIGNER COOKWARE

To add style, sophistication and a sense of occasion to summer barbeques and al fresco entertaining the new Pyrex Elegance collection presents beautiful and practical 'designer' glassware and bakeware, now available in specialist retailers, Harrods and selected department stores including branches of Selfridges and Fenwicks.



The renowned English designer, based in Milan, George J. Sowden was commissioned by Pyrex to create the sleek new glassware collection in response to extensive research which revealed a clear consumer demand for greater design in every aspect of everyday life, including home cooking and entertaining.

In stores this summer, the Pyrex Elegance glassware range comprises six stunning casserole and roasting dishes, all with smooth curves and pure reflections which will catch the light beautifully on an English summers' day. The Pyrex Elegance glassware provides a stylish and practical centerpiece for every summer entertaining occasion, whether presenting a colourful Moroccan cous cous, crisp Ceasar salad or simply fresh strawberries and cracked black pepper.

In addition to the glassware, the new Pyrex Elegance collection includes fourteen pieces of striking, premium non-stick bakeware, developed in collaboration with British Female Inventor and Innovator of the Year, Morag Hutcheon. The Pyrex Elegance bakeware provides the perfect pieces for all the delicious summer favourites from a juicy quiche to tasty pizza and from simple bruschetta to a rich terrine.

Pyrex Elegance glassware and non-stick bakeware is now available from leading department stores and specialist retailers but further details can also be found at www.pyrexelegance.com.

Ends

For further press information, please contact Nicky Fairweather or Amy Ottewell at The small Agency: Tel. 01924 266 730, email nicky@thesmallagency.co.uk

 elegance

