



ROYAL DOULTON

ENGLAND 1815

Having earned a reputation for excellence, creativity, skilled craftsmanship, and distinctiveness of design, Royal Doulton is valued for its sense of heritage and quality. Prized by collectors the world over, Royal Doulton has an international reach extending way beyond its English roots.

THE MARKET

Withstanding market fragmentation, ceramic giftware has seen considerable growth — gift-giving, home decoration, and investment being the main motivations. Despite the introduction of many alternative forms of gifts, the ceramic form is sought after as offering true qualities of heritage, craftsmanship, and long-lasting value for money.

Royal Doulton is a market leader within the ceramics and chinaware markets, with a large proportion of all English bone china worldwide being supplied by the company.

The key markets worldwide for premium ceramic tableware and giftware are the United Kingdom and Europe, North America, Asia Pacific, and Australasia. In total the global market is estimated to be worth nearly \$3 billion.

ACHIEVEMENTS

Royal Doulton is one of the world's largest manufacturers and distributors in the premium ceramic tableware and giftware market. With 200 years of heritage, Royal Doulton is a thriving global organization, with around \$170 million annual



turnover, employing approximately 2,500 people across its production sites and numerous distribution operations worldwide. The company currently operates in more than 80 different markets and has distribution companies in the United States, Canada, Australia, and Japan. Indeed,



more than half of all sales are generated outside the United Kingdom.

The company comprises three principal brands: Royal Doulton, Minton, and Royal Albert. Each of these principal brands has a long association of royal patronage, and holds at least one Royal Warrant — a mark of distinction bestowed upon companies for supplying goods or services to the Royal Family. Royal Warrants cannot be bought or sold. Each of the three principal brands is trademark registered.

HISTORY

1815 John Doulton begins producing practical and decorative stoneware from a small pottery in Lambeth, South London.

1875 John Doulton's son, Henry, relocates the business to Stoke-on-Trent.

1884 Following the introduction of new techniques, production of bone china begins.

1901 King Edward VII permits the company to prefix its name with "Royal," and the company is awarded the Royal Warrant.

1930s Royal Doulton is involved in the manufacture of figurines and giftware.

1960 A new product, English Translucent China, is introduced. Offering the translucent quality of bone china without the expense, this will later become known as Royal Doulton Fine China.

1966 The company becomes the first china manufacturer to be awarded the Queen's Award for Technical Achievement, for its contribution to china manufacturing.

1972 Royal Doulton is bought by Pearson and merged with Allied English Potteries — encompassing the Royal Albert and Minton brands.

1993 Royal Doulton separates from Pearson and becomes a publicly quoted company listed on the London Stock Exchange.

2006 Royal Doulton becomes part of the Waterford Wedgwood Group. The company partners with Gordon Ramsay to create a range of professional-grade fine dinnerware, cookware, and bakeware for the home.

2007 Royal Doulton partners with Terence Conran to create a rustic and practical range of dinnerware, glassware, and accessories that appeal to today's casual lifestyles. Later in the year, Royal Doulton partners with fashion designer Monique Lhuillier to create a modern and luxurious collection of dinnerware, crystal, and flatware designed to inspire a new generation of Royal Doulton consumers.

THE PRODUCT

Royal Doulton may be one of the oldest chinaware companies in the world, but it is also one of the most up-to-date; focusing on the customer, understanding its buyers, and creating products that suit individual tastes and needs, it aims to stay ahead of contemporary trends.





When drawing up new product design, Royal Doulton's Design Studio and Marketing teams study the market, analyze consumer research, and often refer to Royal Doulton's own museum and archives — dating from 1815 to the present day — for inspiration.

Today, Royal Doulton provides a wide selection of domestic tableware manufactured in bone china and fine china. The brand is also featured in an extensive range of crystal stemware and giftware. Royal Doulton lists among its products extensive giftware offerings, including china flowers and collectables such as character jugs and figurines — the most widely recognized group of figurines being Royal Doulton's "Pretty Ladies."

The company has also partnered with world-renowned designers to create co-branded initiatives. Recently, Royal Doulton worked with Sir



Terence Conran to create the Terence Conran by Royal Doulton Collection. Inspired by Terence's love of traditional English cooking, this range combines quality materials with an earthy color palette and simple, practical designs to create timeless products that aim to appeal to a wide range of customers. A second collaboration with celebrated chef and television star Gordon Ramsay brought about the Gordon Ramsay by Royal Doulton collection. Gordon's Michelin-starred expertise brought an added level of professionalism to these contemporary home cooking and dining products.



Royal Albert, which traces its origins back to 1896 and takes its inspiration from English country gardens, offers domestic tableware and gifts — including the world's best-selling dinnerware pattern "Old Country Roses." Recently, the internationally recognized brand reached the grand old age of 100 years. To celebrate, Royal Albert introduced a special collection of fine bone china teaware and gifts to commemorate the occasion. The 100 Years of Royal Albert collection features 10 distinctive patterns that capture the true historical design statements and trends from the 10 decades of the 20th century. This collection has been a huge success for the company as it pays tribute to the brand's vitality, longevity, and rich design history.

Equally famous is the Minton brand. With an illustrious heritage dating back to its inception in 1793, Minton is best known for its most popular pattern Haddon Hall, which is particularly favored in the Japanese market. The brand appeals to the high-end luxury market — offering some of the most sophisticated, intricate, and highly gilded dinnerware in the world.

RECENT DEVELOPMENTS

Always known for quality and design, Royal Doulton continues its rich history of working with great designers. Recently, world-renowned bridal gown designer and designer to the stars Monique Lhuillier collaborated with Royal Doulton to create a collection inspired by the luxurious fabrics and exquisite workmanship that are part of her own bridal pieces. The collection of tableware, stemware, flatware, and accessories brings Monique's sublime aesthetic to the table — combining rich colors, intriguing pearlescent accents, and lavish textures to create a contemporary and versatile range of products intended to inspire modern women to use fashionable tableware every day.

PROMOTION

Royal Doulton is undergoing an important period of change in its long history as it implements a three-brand master strategy as a first step in developing the company's brands. New global merchandising systems, an e-commerce website, product packaging, point of sale, and designer endorsement have all been identified as keys to the brand development.

The Licensing Division, created in the mid-1990s to propel the three brands into new product



sectors, has achieved considerable success, not least with the launch of Bunnykins Clothing and Silverware, as well as its Children's Furniture product range. In the United Kingdom, licensed products include home textiles, jewelry, candles, stationery, child/baby gifts, and accessories.

Royal Doulton's promotional and marketing activities have been central to the development of the brand and its communication. The introduction of everything from new logos to in-store promotional material and branded fixtures has demanded that the focus of activity be centered on the communication and effective introduction of the recent significant changes.

BRAND VALUES

Royal Doulton is a quintessentially British brand with a strong commitment to craftsmanship and artistic innovation. Excellence and distinctiveness of design are values that it intends to build on in order to take the brand forward.

www.royaldoulton.com

THINGS YOU DIDN'T KNOW ABOUT ROYAL DOULTON

- Royal Doulton ceramics are included in a time capsule inside the base of Cleopatra's Needle on the Thames Embankment in London.
- Royal Doulton's largest and most expensive figure takes more than 160 hours to hand paint and costs more than \$22,000.
- Royal Doulton was the first china to enter space. China plates were carried on the inaugural flight of the space shuttle *Discovery* in 1984.
- Royal Albert's "Old Country Roses" bone china tableware pattern has sold more than 150 million pieces since its introduction in 1962.
- During the reign of Queen Victoria, the Doulton family business established the world's first stoneware pipe factory and went on to become Britain's top Victorian manufacturer of sanitary ware.
- Royal Doulton's archives give the business and its designers access to some 10,000 watercolors dating back to 1815.