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Interior design for gourmets – ELLE DECORATION meets WMF

Stylish, elegant, modern: all apt descriptors for the ELLE Deco cutlery, which was designed as part of a cooperation with the internationally renowned interior design ELLE DECORATION brand. The cutlery captivates through its exceptional lightness and is stylishly presented in a clutch bag in keeping with its feminine elegance. Thanks to the patented Cromargan protect® surface finishing, all 30 items of cutlery are resistant to signs of wear and tear from everyday use and are also dishwasher safe.



Two inspiringly beautiful brands, one passion

In the perfect design cooperation between WMF and ELLE DECORATION, pure elegance meets aesthetic lightness. The long, elongated shapes, soft, rounded lines and the matt surfaces of these wonderful handheld pieces exude aesthetic lightness. Cool, Nordic simplicity is masterfully combined with feminine elegance and perfect ergonomics. Through the patented Cromargan protect® surface finishing, the elegant appearance remains free from scratches in everyday use.

And the little extra: the ELLE Deco cutlery is stylishly presented in a pouch, coordinated with the elegant feminine look. It underlines the style-conscious overall appearance, in terms of both look and feel – and at the same time it is the perfect accessory for storing for the 30-piece set.



"This product concept impressively combines the high quality standards and first-class design of WMF with the proven interior expertise and strong media presence of ELLE DECORATION," says Dr Stephen Schuster, Vice President Brand Marketing & Product Communications at WMF, explaining the design collaboration between the two brands. Camille Thelu, Vice President & Managing Director at Lagardere Active Enterprises EMEA & India, is also delighted about the successful outcome: "In WMF, we have found a partner who shares our passion for uniqueness and beautiful design experiences. Above all, ELLE DECORATION brings a Parisian Lifestyle twist to WMF tableware collections."

ELLE Deco cutlery will be available in store early November for gourmets worldwide to enjoy this superior visual and tactile experience.

Range and material:

Design: Designed by WMF
Cutlery material: Cromargan protect®, matt, dishwasher-safe
Box material: PU leather bag in pouch optics

The WMF ELLE Deco cutlery will be available from specialist and general retail outlets from the start of November 2018.

About ELLE DECORATION and LAE (LAGARDERE ACTIVE ENTERPRISES)

With 25 editions and 10 million readers worldwide, the ELLE DECORATION magazine is the reference in the interior design world. That special ELLE DECORATION spirit of blending the beautiful and useful with aspiration and inspiration has been developed into a collection of licensed products worldwide distilling the unique ELLE Parisians' Lifestyle.

Lagardère Active Enterprises (LAE) is the dedicated business unit of the Lagardere Group, running the non-media brand extension worldwide. Discover more about the ELLE world on www.elleboutique.com

ELLEtm is a trademark owned by HACHETTE FILIPACCHI PRESSE SA, Paris, France.

About the WMF brand

The WMF brand has been setting standards with its innovations for more than 160 years. It is also an important source of inspiration within the market. Its products, with their exceptional design, perfect functionality and highest quality, whet the appetite for wonderful culinary experiences. From preparing and cooking to dining and drinking – four moments in which the WMF brand sits at the heart of the customer's life. WMF products make cooking a pleasure. From preparing ingredients using kitchen knives with precise cutting performance and cooking with innovative cookware to dining with stylish cutlery, decanters and table accessories, products from the WMF brand transform all these moments into something special. WMF is a brand within the WMF Group based in Geislingen an der Steige, which has belonged to the French Groupe SEB consortium since 2016.

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