



# ARTĚL

## INTRODUCES NEW *PLUMAGE* MOTIF

PRAGUE, CZECH REPUBLIC – Of all the myriad creatures in the animal kingdom, none is more closely associated with luxury, refinement, and royalty than the elegant peacock. The peacock's beauty – and particularly the distinctive “eye” feathers on its elaborate tail – has for centuries been depicted in artistic expression and utilized in fashionable garments as a potent symbol of power, strength, confidence, and even divinity.

This winter, ARTĚL – the globally renowned producer of luxury crystal couture – celebrates these majestic creatures with *PLUMAGE*, an exciting new motif based on the male peacock's most distinctive feature.

With its stylized, hand-engraved depiction of graceful “eye” feathers arranged in neat rows, *PLUMAGE* alludes to natural realism while also functioning as a simple symmetrical pattern that delights the eye and feels lovely in the hand. Indeed, unlike most ARTĚL designs, *PLUMAGE* occupies separate niches in two very different ARTĚL collections: While the naturalistic subject matter makes it a perfect fit for the firm's *FLORA & FAUNA* collection, the boldly contrasting pattern is also consistent with the modern look of its *GRAPHIC* collection

Another interesting facet of the new motif is its unique history in the ARTĚL product line. According to ARTĚL founder/director Karen Feldman, a different version of *PLUMAGE* was originally introduced way back in 2010. Described by Feldman as being “similar but less refined” than the current version, it was deemed “just not right” and removed from the collection after a single season. Fast-forward to 2024, when in the process of relocating the ARTĚL office after 25 years, Feldman found herself reviewing designs that had been archived in the company vault for over a decade. When she rediscovered the original version, she immediately decided that, as she puts it, “the time was finally right to rework and refine this beautiful and timeless motif.”

The results, as they say, speak for themselves. “One of the things I like best about the striking new version of this motif,” says Feldman, “is the way it works as both an abstract pattern and a depiction of actual peacock feathers, which makes it that much more versatile for fitting into a wide range of home décor settings.” In terms of color choice, Feldman notes that “while it is, of course, exceptionally fabulous in peacock, *PLUMAGE* truly looks great in any color and really pops in jewel tones such as ink, mahogany, and British racer green.”

*Established in 1998 by American designer and entrepreneur Karen Feldman, ARTĚL specializes in handcrafted, functional crystal glassware of high design. The company takes its name from an early-20<sup>th</sup>-century collective of Czech artisans whose dedication to preserving the traditional methods of handcraftsmanship led them to reject industrial production techniques. ARTĚL carries on the spirit of these artisans and their commitment to producing – entirely by hand – lasting objects of impeccable quality, design, and functionality. ARTĚL's award-winning glassware has been exhibited by the Cooper-Hewitt Museum and is in the permanent collection of the Corning Museum of Glass. Available for purchase at ARTĚL's Prague boutique and exclusive retailers including Asprey, Gump's, and Scully & Scully; online shopping is available via [www.artelglass.com](http://www.artelglass.com) and home design websites including Abask, Artedona, and Chairish.*

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