

# TOWN HOUSE

SINCE 1962

**PRESS INFORMATION**  
For immediate release

## The Art of Decanting by Riedel Crystal

Introducing new handmade crystal decanters, including the ultra-exclusive Rainbow decanter, designed by Riedel together with Elton John.



**(Hong Kong - November 2017)** - This year, Maximillian J. Riedel, the 11th generation CEO and president of Riedel Crystal, brings both flair and functionality in his pioneering designs of 4 new series decanter collection, including the Rainbow Amadeo Double Magnum Decanter, limited Ayam Magnum Collection, the Dog Decanter and the 'M' Collection. As an award-winning designer and brand owner, Maximillian sets himself apart through a spectrum of functional designs, coupled with a one-of-a-kind glassblowing technique which he acquired from the consummate craftsmen of Murano, Italy – the very origin of the special technique. Catering to a sundry of decanting purposes and an array of design predilections, Riedel's latest decanter collections have set new standards in the art of decanting.

**In aid of the Elton John AIDS Foundation - The Amadeo Double Magnum Rainbow**



**The Amadeo Double Magnum Rainbow  
HK\$25,000**

Designed by Maximilian in conjunction with Sir Elton John, the first decanter to include four colours in Riedelcrystal wine-ware, the mouth blown and expertly handcrafted Amadeo Double Magnum Rainbow elegantly displays the colors of the rainbow; embodying hope, diversity and acceptance, values that are more important today than ever before. This masterpiece will be sold in aid of the Elton John AIDS Foundation. Part of the profit and donation of the decanter will be used to promote compassion in the fight against HIV and support services that will bring us closer to an AIDS free future.

Maximilian J. Riedel sheds light on how the Amadeo Double Magnum Rainbow was conceived: *"Today we are faced with the dark side of this world, even within the circle of our own friends and through the news that we are forced to see every day. We are all called to help, and to promote all that is good in this world. This is why I feel a desire to make a statement with the Amadeo Double Magnum decanter."*

Riedel, with the limited edition of 50 decanters worldwide and 2 pieces in Hong Kong only, is donating €25,000 from sales to an international AIDS relief fund and five decanters to charity auctions to spread wellness and compassion to the world.

**The new interpretation of combining form and function - The Limited Ayam Magnum Decanter**



**Ayam Magnum Decanter  
HK\$5,980**

Launched a year ago, Ayam has returned with a new face and size. The ornate colors; red and black, which gratifies a penchant for an artistic flair have been introduced in a magnum size and as limited-edition pieces. Aside from the irresistible beauty of its design, the double decanting function which aerates wine when it is poured into and from the decanter, significantly shortens the aeration time and opens up young wines to show their full potential. As the wine enters and exits the decanter, a mellifluous gurgling sound is produced – a palpable indication of Ayam's potent oxygenation process. It is no surprise the Ayam Decanter was selected as the winner of the 'Good Design Award'.

Only 20pcs of each decanter are available for sale in Hong Kong with just 500 of each color produced for sale globally.

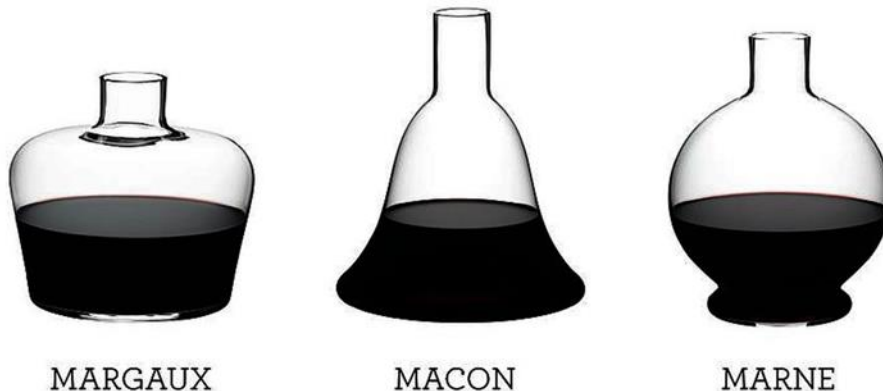


**The Dog Decanter  
HK\$4,500**

Following the success of the Ayam, Rooster in 2017, the 'Dog' Decanter is a new addition to the popular Chinese Zodiac collection to celebrate the dawn of the Year of the Dog in the Lunar calendar. Mouth blown and handmade in Kufstein, the decanter is embellished with the silhouette of a howling dog, that greatly assists the decanting process by swirling and aerating wine.

Adorn your place settings with this festive centerpiece in black and red, which resembles luck, success and happiness for the coming year.

## The Classy Vessel for Vintages: Riedel's 'M' Collection



**Margaux Decanter (153mm) HK\$1,195**  
**Macon Decanter (210mm) HK\$1,195**  
**Marne Decanter (200mm) HK\$1,195**

The three hand-made, crystal glass decanters – Margaux, Macon, and Marne, named after the finest wine regions, express the collection's distinctive devotion to practicality through simplicity. In contrast to other Riedel decanters with a double – decanting function, the 'M' collection – characterized by its modern and classic design – offers a user-friendly decanting experience without compromising quality.

Maximilian J. Riedel sheds light on how the 'M' Collection was conceived: "The source of inspiration for these new decanters were beautifully crafted cognac and whisky bottles - some up to 100 years old." With his classic designs, Maximilian J. Riedel brings the art of decanting back to basics. The simple, single-opening construction of the Margaux, Macon, and Marne allow for a gentle decanting, making the 'M Collection' a perfect match for vintage red wines and young white wines.

**High-res Images Can Be downloaded at:**

[https://www.dropbox.com/sh/a6pqq3pfv0c164k/AABv3H21\\_UdlnPr97j41WTP6a?dl=0](https://www.dropbox.com/sh/a6pqq3pfv0c164k/AABv3H21_UdlnPr97j41WTP6a?dl=0)

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**Wing On Sheung Wan, Town House**

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**NOTES TO EDITOR**

**About Town House**

Town House is a Hong Kong retailer and distributor of branded tableware and home accessories, representing numerous leading brands in Hong Kong including Riedel Crystal, Nachtmann Crystal, Alessi, Maxwell & Williams, Zanetto Argenti, Carrs Silver and many others. The company's origins are in retail and date back over 50 years. Town House is the perfect place to stock up on gifts, on items for the home and for corporate events.