



WESTWING

WESTWING X MEISSEN: STRENGTHENING A PREMIUM COLLABORATION

Exclusive collaboration continues with a new limited-edition porcelain collection

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Westwing, Europe's #1 in Beautiful Living e-commerce, announces the continuation of its exclusive collaboration with the renowned porcelain manufacturer MEISSEN. The partnership continues with a new limited-edition collection of 27 porcelain mugs, each featuring individual letter designs from A to Z and the "&" symbol. The collection will be available exclusively at Westwing from 13 October 2025.

The ongoing partnership with MEISSEN is part of Westwing's strategy to reinforce its position as Europe's leading premium one-stop destination for Home & Living. By partnering exclusively with prestigious heritage brands such as MEISSEN, Westwing further strengthens its curated premium assortment, aligning with its ambition to offer unique and emotionally resonant design pieces that inspire Design Lovers across Europe.

"MEISSEN is such an iconic brand: timeless, elegant, and full of history. Our first collaboration was such a beautiful experience, so it's such a joy to create something together again. This time, it's something you can use every single day. The perfect mug. I can already picture having my morning coffee in it, it's beautiful, unique, and makes even the smallest daily moments feel special.", says Delia Lachance, Founder & Chief Creative Officer of Westwing.

MEISSEN, Europe's first porcelain manufacturer, brings centuries of expertise to this collaboration, aligning seamlessly with Westwing's commitment to offering premium, design-led products. Renowned globally for exceptional craftsmanship, refined aesthetics and porcelain artistry, MEISSEN carefully

crafts each mug within its own manufactory. Reflecting meticulous handcraft and artisanal precision, each mug is finished in MEISSEN's distinctive "White Gold" porcelain glaze and bears the iconic MEISSEN crossed swords insignia, hand-painted on the base, highlighting the utmost attention to detail. The mugs are delivered in exclusive co-branded packaging, underscoring the uniqueness and strategic alignment of both brands.

Dr. Tillmann Blaschke, CEO Staatliche Porzellan-Manufaktur MEISSEN, comments: *"The huge success of the first Westwing x MEISSEN collection clearly shows that the finest craftsmanship and modern lifestyle are a perfect match. As Europe's first porcelain manufactory, we have been synonymous with masterpieces beyond the ordinary for over 315 years. We are delighted to continue this exclusive collaboration with the new Mug Edition, which is a perfect blend of enjoyment and statement piece, bringing special moments into our customers' everyday lives in an authentic way."*

This new collection builds on the success of the first collaboration between Westwing and MEISSEN in 2024, which introduced porcelain vide poche trays. The renewed collaboration also reflects Westwing's broader strategic focus on curating exclusive collections with brands that resonate with its customer base, further differentiating its offerings in the premium Home & Living market. By offering carefully selected, design-forward pieces such as the Westwing x MEISSEN mugs, Westwing continues to deliver on its mission: to excite people to create homes that unlock the full beauty of life.

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About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 22 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 497 million in 2024. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.

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