

HomeTown launches India's 1st ever Color coordinated cook and dine range 'Living Essence Travel Diaries 2012'

Inspired by exotic locales and monuments across the world

Mumbai, 21st August, 2012: HomeTown today announced the extension of its premium home and living brand, Living Essence, with the launch of 'Travel Diaries 2012', India's first ever color coordinated cook and dine range. The range comprising bake ware, kitchenware, crockery, tableware, glassware as well as storage, is now available exclusively at HomeTown stores in Mumbai, Bangalore, Hyderabad, Delhi NCR and Kolkata. It is also available in selected Foodhall and Central stores.

The Travel Diaries 2012 cook and dine range is inspired by countries and monuments across the world. The five themes for the range are Turkish Blue, Lagoon Blue, Savannah Green, Bali Brown and Artic Grey. The Turkish Blue range is inspired from the color blue that dominates the skyline of Istanbul. Savannah Green pays tribute to the expanse of grasslands of the savannah and wide opens spaces of Africa. The richness of wood and teak is the inspiration behind the Bali Brown range. Lagoon Blue range has been inspired by the natural soothing hue of the sea. The Artic collection captures the most northern paradise of the world, with patterns reminiscent of the Artic landscape.

The dinnerware range, which is microwave and dishwasher safe, is made out of premium quality bone china or porcelain whilst the cookware range, which is dishwasher safe, is ceramic coated, non-stick and can be used on the gas stove and the induction cook top. The bake ware range is microwave and dishwasher safe and is made out of premium ceramic. The entire collection is color co-ordinated and color fade resistant.

The wooden ware consists of salad bowls, chips and dips, bed breakfast tray, all made of Acacia wood and rubber wood from Thailand.

Commenting on the launch of the new collection, Mark Ladham, President, HomeTown said: "The Living Essence Travel Diaries 2012 range is designed to appeal to the house proud Indian who demands a higher level of home aesthetics and style. Cookware, dinnerware, bake ware and storage have never before been introduced in a comprehensive color coordinated range, in India. Our new offering from the Living Essence range promises stylish living and so much more to celebrate the infusion of the world into our homes and kitchens."

"Today, home entertaining with family and friends extends from the kitchen to the living room to the dining table. At Living Essence, we are pleased to offer a perfectly coordinated end to end look."

About Living Essence:

Living Essence, a premium home and living brand from HomeTown, has introduced 'Travel Diaries 2012', India's first ever color coordinated cook and dine range. Comprising bake ware, kitchenware, crockery, tableware, glassware as well as storage, the range is now available exclusively at HomeTown stores in Mumbai, Bangalore, Hyderabad, Delhi NCR and Kolkata. It is also available in selected Foodhall and Central stores.