

PRODUCT PRONOUNCEMENT



Lucaris - The crystal of modern asia

Asian traditions infused with western modernity have inspired a new global culture in art, design, fashion, cuisine and wine. Lucaris, the Crystal of Modern Asia, celebrates the new Asian dining & wining lifestyle. The first time that crystal stemware produced in Asia delivers international quality for the most enjoyable dining and wining experience.

With world class quality and design inspired by the modern Asian cities' lifestyle, Lucaris Crystal evokes the wining senses, enabling the wine to develop its full aromas and tastes and creates an emerging paradigm in the art of pairing wines with modern cuisines.

The design of Lucaris stemware and wine accessories are a collaborative achievement between Ocean Glass, Toyo-Sasaki Glass and Martin Ballendat, the multiple award-winning German designer whose works appear in portfolios of many world-class brands.

The Lucaris Desire Collection is the fusion of innovation and higher taste for a transcendental wine-drinking experience.

The art of vinification goes beyond traditional mastery. It's the affection which brings wine lovers and glassmakers together to co-create exquisite crystal stemware. Unique to this new collection is the Aerlumer design — Lucaris' signature of innovation. Every single glass is uncompromisingly clear and brilliant, co-designed and co-created by Lucaris and the Hong Kong Sommelier Association (Greater China).

"Our intention is to create an improved wine-drinking experience that could not have been provided by the glass designs in the past so we set out to seek "wine philosophers" who view wine-drinking as an artistic cultivation", said Mr. Kirati Assakul, Managing Director of Ocean Glass Public Company Limited.

The Lucaris Desire Collection has been designed by the President Mr. Nelson Chow of the Hong Kong Sommelier Association (Greater China) along with Vice President of ASI Asia Oceania, the co-designer and co-developer of the Desire Collection.

"The Desire glass makes it easier for

the wine professionals to connect with their customers by starting a wine talk with the wine glass tool. One turn of the Desire glass with Aerlumer can make the wine appreciation different, which is what drinking wine is really all about", explains Mr. Nelson Chow, President of the Hong Kong Sommelier Association (Greater China).

Aerlumer, the curl lines at the bottom of the bowl, provides an unprecedented experience of wine appreciation. It encourages micro-oxidation and softens the wine while swirling. It allows diversified interaction between wine and air, intentionally subtle to avoid effects when discovering colours of wines. The collection is lead free and dishwasher friendly. It is available across India at Home Stop and Lifestyle Stores, Amazon and also at leading department stores across Asia.

The Desire Collection features the following: Desire Rich White (485 ml); Desire Crisp White (365 ml); Desire Robust Red (700 ml); Desire Elegant Red (590 ml); Desire Sparkling (240 ml) and Desire Universal (420 ml). 🍷