

New Jeff Leatham range launched at Waterford Castle

DERMOT KEYES REPORTS

THE latest collaboration between Waterford Crystal and designer Jeff Leatham were showcased at a special dinner hosted by Waterford Castle Hotel on May 23rd, which was attended by a range of buyers, primarily from North America.

Visitors were treated to a sumptuous meal at Waterford Castle following a day's touring of the city and county, which included a trip to Ardmore, a walk along the city walls and, of course, a visit to the House of Waterford Crystal on The Mall.

In a video message

streamed to guests who attended the evening launch at Waterford Castle, Jeff Leatham offered "since apologies from the bottom of my crystal heart" that he couldn't make it to "beautiful Waterford" for the launch.

"You have my spirit with you in the new Waterford by Jeff Leatham Collection. I am so, so proud to partner with Waterford yet again on such an iconic collection." He told guests attending the Castle dinner: "You're so lucky because you are the first amazing people to see this amazing in front of you so I hope that you enjoy the evening and take advantage of these beautiful crystal

pieces that are made with the amazing craftsmanship of Waterford."

Described by Waterford's Vice President and Global Brand Director Regan Iglesias as "a master at his craft," Jeff Leatham, he added, has a magic touch - "there is truly no-one in the world like Jeff".

Leatham's 'Fleurology' range with Waterford Crystal was beautifully presented at Waterford Castle by Master Florist Lamber De Bie, with floral centrepieces forming the focal point of each dining table at The Munster Room. The positivity in relation to the range, the venue, the production and the day's

activities around Waterford was universal, with many of the American guests enjoying their first visit to Ireland.

Said Waterford Marketing Manager Emily Brophy: "Jeff's work with flowers is inspiring, it's creative, it's fascinating and it's much the same as the Waterford brand in that quality is first and foremost."

The latest Jeff Leatham/Waterford Crystal collection certainly added sparkle to a very pleasant evening at a sun-kissed Waterford Castle, a location which also wowed its international visitors.

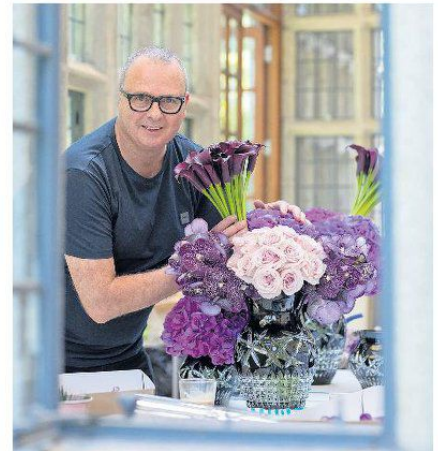
With thanks to Bernadette Walsh of Waterford Castle Hotel & Golf Resort



Framed portrait of florist to the stars and Waterford Crystal collaborator Jeff Leatham.



Members of staff at Waterford Castle Hotel & Golf Resort, posing in the Munster Room with Jeff Leatham's new Waterford Crystal range, which was decorated by Master Florist Lamber De Bie. | PHOTOS: DYLAN VAUGHAN



Lamber De Bie, hard at work at Waterford Castle Hotel prior to the launch of the new Jeff Leatham/Waterford Crystal range.

