

CUTLERY

CREATING SENSORY FORMS™





STUDIO WILLIAM

STUDIO WILLIAM IS LED BY WILLIAM WELCH FCSD, FRSA, A BRITISH INDUSTRIAL DESIGNER WHO HAS RECEIVED MORE ACCOLADES FOR CUTLERY DESIGN THAN ANY OTHER DESIGNER IN THE WORLD. HE AND HIS TEAM ARE KNOWN FOR THEIR INNOVATION, CREATIVITY, EYE FOR BEAUTY AND ATTENTION TO DETAIL. STUDIO WILLIAM'S ELEGANT AND CHARISMATIC CUTLERY IS USED IN MANY OF THE WORLD'S LEADING RESTAURANTS, AND GRACES THE TABLES OF SOME OF THE WORLD'S MOST STYLISH HOMES.

WE BELIEVE BEAUTIFUL CUTLERY ENRICHES THE DINING EXPERIENCE. IT FEELS GOOD IN THE HAND AND MOUTH. IT SHAPES THE MOOD OF AN OCCASION, IT BRINGS THE TABLE ALIVE.

OUR EXPERIENCE AND ENTHUSIASM FOR WHAT WE DO PRODUCES THE QUALITY, DESIGN, ATTENTION TO DETAIL AND PASSION THAT FEW, IF ANY, CAN MATCH. WE MAKE SURE EVERY PIECE LOOKS AND FEELS PERFECT. WE CARE ABOUT THE SMALLEST DETAIL. WE DRAW ON THE DESIGNS OF THE PAST AND WE LOOK TO THE FUTURE TO CREATE DESIGNS THAT ARE TIMELESS. WE CREATE SENSORY FORMS.

William



PERFECT QUALITY

INTRICATE DEVELOPMENT

OUR DESIGN PROCESS IS HIGHLY DETAILED. THROUGH MANY LEVELS OF PROTOTYPING WE MAKE THE MOST MINUTE ADJUSTMENTS, INVOLVING THE TINIEST OF MEASUREMENTS, TO ENSURE THAT EVERY PIECE LOOKS AND FEELS PERFECT.

QUALITY MATERIALS

WE USE THE FINEST QUALITY 18/10 STAINLESS STEEL. THIS PROVIDES A PERFECT MIRROR FINISH AND EXCELLENT DURABILITY. IT'S DISHWASHER SAFE AND PERFECT FOR THE RIGOURS OF DAILY USE.

INDIVIDUAL INSPECTION

EVERY PIECE OF OUR CUTLERY IS INSPECTED INDIVIDUALLY BY OUR OWN QUALITY CONTROL DEPARTMENT. ANYTHING THAT'S NOT ABSOLUTELY PERFECT DOESN'T MAKE IT THROUGH OUR RIGOROUS PROCESS.





OLIVE CUTLERY

USING BEAUTIFULLY REFINED ASYMMETRIC LINES OLIVE CHALLENGES THE APPEARANCE OF TRADITIONAL CUTLERY AND BRINGS PERSONALITY TO THE DINING TABLE.

OLIVE WON THE PRESTIGIOUS REDDOT AWARD FOR 2007 AND HAS BEEN PLACED IN THE PERMANENT COLLECTION AT THE DESIGN MUSEUM IN ESSEN, GERMANY.

OLIVE TREES HAVE SYMBOLIZED PERFECT PEACE SINCE THE TIMES OF THE ANCIENT GREEKS. THE FIRST OLIVE TREES ARE RECORDED FROM 3,700 BC.

OLIVE CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR AND SATIN FINISH.







ARGAN CUTLERY

ARGAN'S FORM IS CLEAN AND SOPHISTICATED. IT HAS A FLUTED DETAIL RUNNING UP THE LENGTH OF THE HANDLE WHICH HAS A LOVELY LIGHT REFLECTION. THE KNIVES ARE DESIGNED TO STAND UP ON THE TABLE AND PLATE.

THE ARGAN TREE IS PERFECT FOR A HARSH ENVIRONMENT, SURVIVING HEAT, DROUGHT AND POOR SOIL. IT IS LITTLE KNOWN OUTSIDE MOROCCO. IT GROWS ONLY IN THE SOUTH-WEST OF THE COUNTRY — ROUGHLY IN AN AREA COVERING 700,000-800,000 HECTARES. BUT WITHIN THE AREA WHERE THE ARGAN GROWS THERE ARE ABOUT 21 MILLION TREES WHICH PLAY A VITAL ROLE IN THE FOOD CHAIN AND THE ENVIRONMENT.

ARGAN IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







MULBERRY CUTLERY

MULBERRY CAN BE FOUND AT NO.10 DOWNING STREET LONDON AND HAS RECEIVED INTERNATIONAL DESIGN RECOGNITION VIA A COVETED REDDOT DESIGN AWARD. A SOPHISTICATED AND TIMELESS DESIGN, PERFECT FOR BOTH CONTEMPORARY AND TRADITIONAL TABLE SETTINGS.

IN ABOUT 500CE TWO MONKS SMUGGLED EGGS AND SEEDS OF THE WHITE MULBERRY TREE, THE FOOD PLANT OF THE SILKWORM, OUT OF CHINA. THIS LED TO THE EUROPEAN SILK INDUSTRY BREAKING THE MONOPOLY OF THE 'SILK ROAD'. THE BLACK MULBERRY TREE WAS INTRODUCED INTO ENGLAND BY JAMES I, BUT THOUGHT THAT IT WAS THE WHITE MULBERRY TREE.

MULBERRY CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR AND SATIN FINISH.







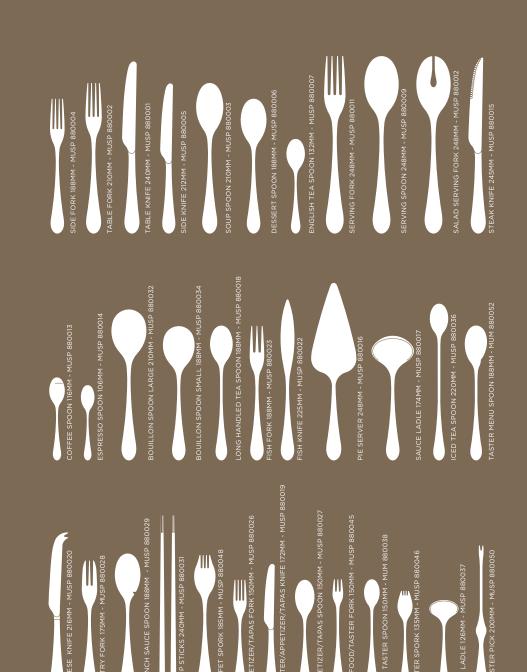
MULBERRY SILVER PLATE CUTLERY

MULBERRY SILVER PLATE CUTLERY IS A SOPHISTICATED AND TIMELESS DESIGN, PERFECT FOR BOTH CONTEMPORARY AND TRADITIONAL TABLE SETTINGS.

IN ABOUT 500CE TWO MONKS SMUGGLED EGGS AND SEEDS OF THE WHITE MULBERRY TREE, THE FOOD PLANT OF THE SILKWORM, OUT OF CHINA. THIS LED TO THE EUROPEAN SILK INDUSTRY BREAKING THE MONOPOLY OF THE 'SILK ROAD'. THE BLACK MULBERRY TREE WAS INTRODUCED INTO ENGLAND BY JAMES I, BUT THOUGHT THAT IT WAS THE WHITE MULBERRY TREE.

MULBERRY SILVER PLATE CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL. THE CUTLERY IS FINISHED IN A BEAUTIFUL 35 MICRON EPNS SILVER PLATE FOR THE BEST POSSIBLE LONGEVITY.







AROLLA CUTLERY

AROLLA HAS WEIGHT AND SUBSTANCE, BUT IS PERFECTLY BALANCED. ITS ORGANIC AND ASYMMETRIC LINES HAVE BEEN DESIGNED TO BE ERGONOMICALLY AND AESTHETICALLY APPEALING. THE FORM OF THE KNIFE BLADE COMPLEMENTS THE CLEAR LINES OF THE SPOON AND FORKS.

AROLLA IS A FORM OF PINE TREE WIDELY FOUND ACROSS CENTRAL EUROPE — AND IS COMMON IN THE ALPS AND CARPATHIAN MOUNTAINS. UNSURPRISINGLY IT'S VERY TOLERANT OF WIND AND COLD. ITS SEEDS CAN BE USED TO DELICATELY FLAVOUR SCHNAPPS.

AROLLA IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







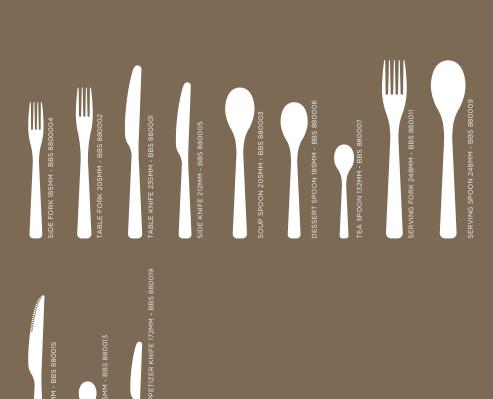
BAOBAB CUTLERY

THE ROUNDED FORMS OF BAOBAB CUTLERY CREATES A SIMPLE, CONFIDENT FORM FOR EVERY TABLE.

THE BAOBAB IS CALLED THE TREE OF LIFE WITH GOOD REASON. IT IS CAPABLE OF PROVIDING SHELTER, FOOD AND WATER FOR THE ANIMAL AND HUMAN INHABITANTS OF THE AFRICAN SAVANNAH REGIONS. MATURE TREES ARE FREQUENTLY HOLLOW, PROVIDING LIVING SPACE FOR NUMEROUS ANIMALS AND HUMANS ALIKE.

BAOBAB CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN SATIN FINISH ONLY.







KARRI CUTLERY

KARRI'S FORM HAS SIMPLICITY AND SOPHISTICATION. THE CLEAN STRAIGHT LINES ARE BALANCED WITH THE SOFT, OVAL SECTION OF THE HANDLE. THE KNIVES ARE DESIGNED TO STAND UP ON THE TABLE AND PLATE.

KARRI CUTLERY HAS BEEN AWARDED THE GOOD DESIGN AWARD 2008 AND HAS BEEN PLACED IN THE PERMANENT DESIGN COLLECTION OF THE CHICAGO ATHENAEUM MUSEUM OF ARCHITECTURE AND DESIGN.

KARRI IS A EUCALYPTUS TREE FOUND IN WESTERN AUSTRALIA AND IS SACRED TO THE ABORIGINES. ONE OF THE SACRED USES OF THE TREE IS THE MAKING OF THE DIDGERIDOO.

KARRI CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







KUMQUAT CUTLERY

ELEGANT AND POISED, KUMQUAT KNIVES HAVE BEEN SPECIALLY CREATED TO BLEND INTO OUR KARRI PATTERN, FOR THOSE WHO WISH TO HAVE AN ALTERNATIVE TO THIS PATTERN'S STAND-UP KNIFE.

THE CAREFULLY FORMED HANDLES HAVE CLEAN STRAIGHT LINES, SOFT, OVAL SECTIONS AND AN ARRAY OF GAUGES, SO THEY FEEL WEIGHTY, WELL BALANCED AND COMFORTABLE IN THE HAND.

KUMQUATS ARE NATIVE TO THE ASIA-PACIFIC REGION AND THE CANTONESE USE THIS FRUIT IN MEDICINE AND IT CAN ALSO BE USED AS A POPULAR ALTERNATIVE TO AN OLIVE IN A MARTINI.

KUMQUAT IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







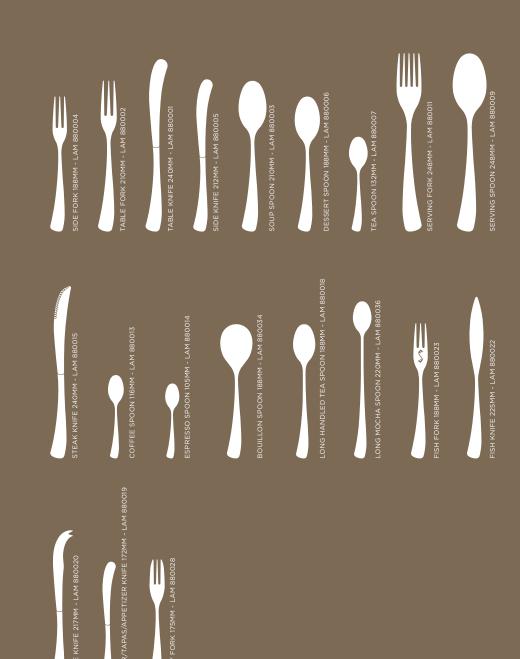
LARCH CUTLERY

LARCH CUTLERY HAS HISTORICAL INFLUENCES BUT ITS FLOWING FORM GIVES THIS PATTERN A MODERN FLAVOUR.

WHEN JULIUS CAESAR LAID SIEGE TO AN ALPINE FORT HE WAS AMAZED THAT THE BURNING BRUSHWOOD HAD NO EFFECT ON THE FORT'S TIMBER WALLS — CONSTRUCTED OF LARCH. A GENERATION LATER, LARCH WAS USED DURING THE BUILDING OF THE PALACE OF EMPEROR AUGUSTUS BUILT IN ROME.

LARCH CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR AND SATIN FINISH.







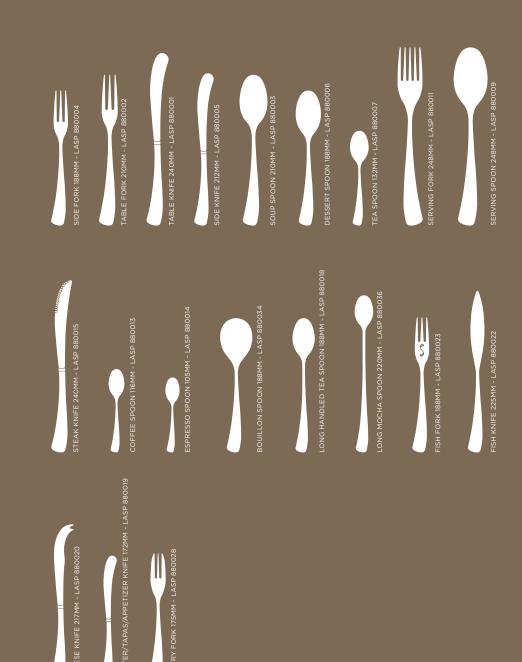
LARCH SILVER PLATE CUTLERY

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LARCH SILVER PLATE CUTLERY IS MADE USING A SLIGHTLY HEAVIER GAUGE STEEL FOR THE FORKS AND SPOONS THAN OUR NORMAL LARCH CUTLERY (THE MIRROR AND SATIN DESIGNS). IT USES THE FINEST QUALITY 18/10 STAINLESS STEEL. THE CUTLERY IS FINISHED IN A BEAUTIFUL 35 MICRON EPNS SILVER PLATE FOR THE BEST POSSIBLE LONGEVITY.







REDWOOD CUTLERY

REDWOOD HAS BEEN INSPIRED BY CLASSICAL STYLES OF CUTLERY. THIS PATTERN'S INNOVATIVE FORM IS PERFECT FOR BOTH CONTEMPORARY AND TRADITIONAL SETTINGS.

THE REDWOOD IS THE WORLD'S TALLEST TREE. THESE GIANTS HAVE A RELATIONSHIP WITH LIGHTENING. THEY NEED TO BE STRUCK IN ORDER TO STOP GROWING. THE CHEROKEES BELIEVE THAT THIS TREE SYMBOLIZES BALANCE NOW AND IN THE FUTURE.

REDWOOD CUTLERY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







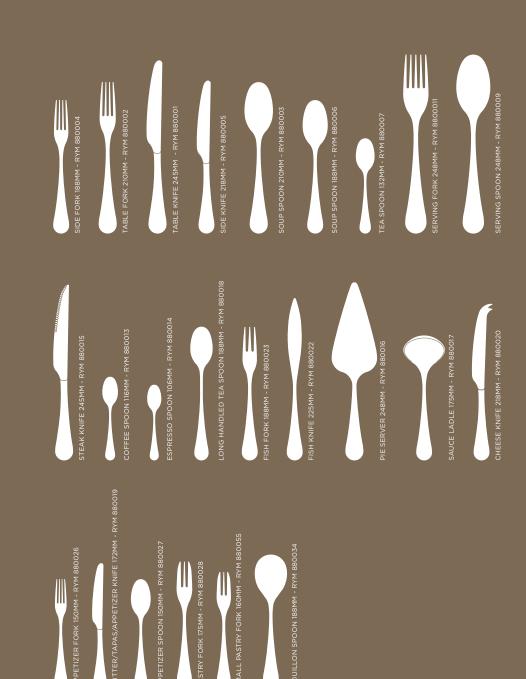
ROYAL OAK CUTLERY

HIDDEN BENEATH THE HANDLES IS A REFERENCE TO THE HISTORICAL "KINGS PATTERN". THIS CAN BE PLACED ON DISPLAY ON THE TABLE, OR CONCEALED LIKE THE KING HIMSELF.

THE ROYAL OAK IS THE NAME GIVEN TO THE OAK TREE IN WHICH CHARLES II OF ENGLAND HID TO ESCAPE THE ROUNDHEADS DURING THE BATTLE OF WORCESTER IN 1651. AN ANCIENT OAK, THOUGHT TO BE FROM AN ACORN FROM THE ORIGINAL, STILL STANDS AT BOSCOBEL IN SHROPSHIRE.

ROYAL OAK IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR FINISH ONLY.







ROYAL OAK GOLD CUTLERY

ROYAL OAK GOLD IS THE EPITOME OF ELEGANCE. HIDDEN BENEATH THE HANDLES IS A REFERENCE TO THE HISTORICAL "KINGS PATTERN". THIS DETAIL IS PLATED WITH 24 CARAT GOLD. THE CUTLERY CAN BE PLACED ON THE TABLE AS NORMAL, OR HAVE A FEW PIECES (OR ALL) TURNED OVER IN THE "CONTINENTAL STYLE" TO SHOW A SUBTLE OPULENCE.

THE ROYAL OAK IS THE NAME GIVEN TO THE OAK TREE IN WHICH CHARLES II OF ENGLAND HID TO ESCAPE THE ROUNDHEADS DURING THE BATTLE OF WORCESTER IN 1651. AN ANCIENT OAK, THOUGHT TO BE FROM AN ACORN FROM THE ORIGINAL, STILL STANDS AT BOSCOBEL IN SHROPSHIRE.

ROYAL OAK IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND PLATED WITH 24 CARAT GOLD, IT IS AVAILABLE IN MIRROR FINISH ONLY.







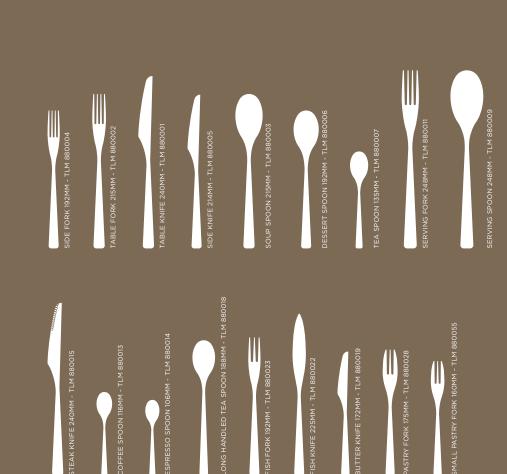
TILIA CUTLERY

THE SIMPLICITY OF TILIA'S CLEAN FLOWING FORM MAKES THIS A VERY ELEGANT AND SOPHISTICATED PATTERN.

TILIA TREES ARE LARGE DECIDUOUS TREES GENERALLY CALLED LIME IN BRITAIN. THE EXACT NUMBER OF SPECIES IS SUBJECT TO CONSIDERABLE UNCERTAINTY, AS MANY OR MOST OF THE SPECIES WILL HYBRIDISE READILY, BOTH IN THE WILD AND IN CULTIVATION.

TILIA IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN MIRROR AND SATIN FINISH.







MAHOGANY SATIN / MIRROR CUTLERY

MAHOGANY CUTLERY HAS BEEN DESIGNED TO HIGH LIGHT THE FUNCTIONAL AREA OF A UTILITARIAN OBJECT BY MAKING A FEATURE OF THE MANUFACTURING PROCESSES THAT GO INTO CREATING CUTLERY.

THE EDGES OF THE HANDLES ARE FINISHED WITH CRAFTED RADII TO ENSURE A DELICATE ERGONOMIC FEELING TO THE HAND, WHILST THE VARYING THICKNESS GAUGES IN THE HANDLES HAVE BEEN ENGINEERED FOR REFINED WEIGHT AND BALANCE.

MAHOGANY IS MADE USING THE FINEST QUALITY 18/10 STAINLESS STEEL AND IS AVAILABLE IN SATIN/MIRROR COMBINATION AND MIRROR FINISH.







MAHOGANY MIRROR CUTLERY

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