“One cannot think well, love well and sleep well if one has not dined well…”

Virginia Woolf

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British craftsmanship is at the heart of what we do. Each piece of bone china is designed and finished by hand in our factory in Stoke-on-Trent, England.

Established in 1993 by William Edwards, a graduate of The Royal College of Art London, William Edwards Professional specialises in the design and manufacture of fine bone chinaware for both luxury hospitality and retail clients worldwide.

We are able to create beautiful tableware and giftware collections for all areas of hospitality, supplying both large luxury international hotel groups and very exclusive private dining.

The William Edwards Signature Collections have been created to enhance the tableware experience within your establishment, with a readily available collection of fine bone china, offering a flexible solution to all hospitality F&B outlets.
Our white shape collections cater for all aspects of food service, combinations of both classic shapes and contemporary forms, either in pure white or embellished with your own unique pattern.
This Classic White collection utilizes traditional elegant shapes for dining & afternoon tea. The broad rim plates complement the footed tea cup.

<table>
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<td>AND0120</td>
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<td>25.0cl (9oz)</td>
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<tr>
<td>AND0123</td>
<td>Coffee Pot</td>
<td>21.5cm h (8½” h)</td>
<td>110.0cl (39oz)</td>
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<tr>
<td>AND0137</td>
<td>Cream Jug</td>
<td>7.0cm h (2¾” h)</td>
<td>12.0cl (4¼oz)</td>
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<td>AND0119</td>
<td>Covered Sugar</td>
<td>11.5cm (4½”)</td>
<td>25.0cl (9oz)</td>
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</table>
The Coupe Collection showcases a smart shape providing a refined, clean aesthetic suitable for a large variety of F&B outlets. The holloware shapes allow for a full decoration pattern coverage as well as excellent functionality in service.
Inspired by the Art Deco era, these contemporary shapes are ideal for excellent food presentation endorsed by some of the finest Michelin starred chefs. The plates have a super flat rimless profile, complimented by contemporary holloware items.

Plate AND0478 31.0cm (12¼")
Plate AND0480 27.5cm (10¾")
Plate AND0471 22.0cm (8¾")
Plate AND0472 15.0cm (6")
Bowl AND0473 27.5cm x 6.0cm h (10¾" x 2½" h)
Bowl AND0512 22.5cm x 6.0cm h (9" x 2½" h)
Bowl AND0474 16.0cm x 6.5cm h (6½" x 2½" h)
Bowl AND0513 11.5cm x 4.0cm (4½" x 1½" h)
Bowl AND0514 8.0cm x 3.5cm h (3½" x 1½" h)
Mug AND0523 11.0cm h (4½" h)
Tea Cup AND0515 7.0cm h (2¾" h)
Tea Saucer AND0516 15.3cm (6")
Espresso Cup AND0517 6.0cm h (2½" h)
Espresso Saucer AND0518 12.0cm (4¾")
Tea For One Teapot AND0524 12.5cm h (5" h)
Tea For One Set AND0524A Teapot, Teacup & Saucer
Teapot AND0522 13.5cm h (5½" h)
Coffee Pot AND0531 18.0cm h (7½" h)
Jug AND0521 8.0cm h (3½" h)
Jug AND0527 6.0cm h (2½" h)
Sugar Bowl AND0519 8.5cm h (3½" h)
Sugar Bowl Lid AND0520
Salt AND0525 6.5cm h (2½" h)
Pepper AND0526 6.5cm h (2½" h)
Presidential tableware has a subtly modelled reinforced rim on the underside of the plate to improve durability performance. Rims are narrower to give a greater eating area on tables where space is at a premium in larger dining and banqueting facilities.
Extra style with oval dishes and teaware shapes. The Connoisseur Teapot has been specifically designed to be utilised with the finest quality teas and avoids over brewing when combined with the Teapot Infuser. The exacting capacity means that once the first cup is poured, the remaining water level drops below the level of the tea leaves in the infuser and hence avoids over brewing.
William Edwards offers a comprehensive range of bowls, saucers, trays, and bottles in our Asian collection. Our tray set solution streamlines your ordering process with a single point of contact for all your requirements. Our Asian collection is loved by many leading hotels and is a perfect solution for Asian F&B.

ASIAN WHITEWARE COLLECTION

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<tr>
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<td>9.0cm h (3½” h) 16.0cl (5½oz)</td>
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<td></td>
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<tr>
<td>Oriental Cup Lid</td>
<td>AND0432</td>
<td>Fits AND0426</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bowl</td>
<td>AND0126</td>
<td>11.0cm x 5.0cm h</td>
<td></td>
<td>25.0cl (9oz)</td>
</tr>
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<td>Oriental Bowl Lid</td>
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<td>Fits AND0126</td>
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<td></td>
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<tr>
<td>Oriental Teapot</td>
<td>AND0425</td>
<td>9.0cm h (3½” h) 40.0cl (14oz)</td>
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<td>7.7cm h (3” h) 7.5cl (2¾oz)</td>
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<td>Chopstick Rest</td>
<td>AND0429</td>
<td>9.0cm x 5.0cm (3½” x 2½”)</td>
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<td>Espresso Saucer</td>
<td>AND0146</td>
<td>12.0cm (4¾”) Fits AND0426</td>
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<td>Dark Cherry Wood Tray</td>
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<td>31.5 x 48.0 x 4.0cm h (12½” x 19” x 1½”)</td>
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The William Edwards Signature Collections have been created to enhance the tableware experience within your establishment, with a readily available collection of fine bone china, offering a flexible solution to all hospitality F&B outlets.
This classic collection has been created to appeal to the traditional customer, where understated elegance is key. With the easy option of applying crests or monograms, Duke delivers opportunities for many hospitality outlets including, hotels, clubs, corporate dining and catering.

**DUKE SIGNATURE COLLECTION**

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<td>AND0136</td>
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<tr>
<td>Large Rim Bowl</td>
<td>AND0132</td>
<td>28.0 cm (11&quot;)</td>
<td>60.0 cl (21 oz)</td>
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<tr>
<td>Rim Bowl</td>
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<td>22.0 cm (8¾&quot;)</td>
<td>22.5 cl (8 oz)</td>
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<td>Oval Sugar</td>
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<td>9.0 cm h (3½&quot; h)</td>
<td>22.5 cl (8 oz)</td>
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<td>Oval Sugar Lid</td>
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<td>Connoisseur Beverage Pot</td>
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<td>Includes Teapot Infuser</td>
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<td>Bowl</td>
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<td>35.0 cl (12⅓ oz)</td>
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<td>Mug</td>
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<td>65.0 cl (22⅔ oz)</td>
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<td>Tea Cup Con</td>
<td>AND0138</td>
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<td>Coffee Con</td>
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<td>6.0 cm x 3.5 cm (2½&quot; x 1½&quot;)</td>
<td>20.0 cl (⅞ oz)</td>
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</table>
Combining both burnished gold and gold mica, with additional white on white flatware decoration - Diamond is the perfect elegant tableware collection for numerous hospitality outlets. The geometric pattern is refined and sophisticated offering a perfect tabletop solution for elegant properties worldwide.

**DIAMOND SIGNATURE COLLECTION**

**CODE: 82115**

**Rectangle Tray L/S**
- AND0136
- 34.0cm x 15.0cm (131/3" x 6")

**Oval Teapot 2 Cup**
- AND0337
- 10.0cm h (4" h)
- 55.0cl (191/3oz)

**Milk Jug S/S**
- AND0340
- 9.0cm h (3½" h)
- 22.0cl (7¾oz)

**Oval Sugar**
- AND0335
- 9.0cm h (3½" h)
- 22.5cl (8oz)

**Oval Sugar Lid**
- AND0341

**Connoisseur Beverage Pot**
- AND0542
- 45.0cl (15¼oz)
- Includes Teapot Infuser

**Plate**
- AND0101V2
- 30.0 cm (11¾"

**Plate**
- AND0102
- 27.5cm (10¾"

**Plate**
- AND0103
- 22.0cm (8¾"

**Plate**
- AND0104
- 16.8cm (6½"

**Bowl**
- AND0332
- 14.5cm (5¾"
- 35.0cl (121/3oz)

**Large Rim Bowl**
- AND0132
- 28.0cm (11"
- 60.0cl (21oz)

**Rim Bowl**
- AND0105
- 22.0cm (8¾"
- 22.5cl (8oz)

**Condiment Pot**
- AND0249
- 6.5cm x 3.3cm h (2½" x 1¼ h)
- 5.0cl (1¾oz)

**Mug**
- AND0281
- 9.0cm h (3½"
- 35.0cl (121/3oz)

**Coffee Can**
- AND0112
- 6.0cm h (2½"
- 10.0cl (3½oz)

**Tea Cup Can**
- AND0110
- 6.0cm h (2½"
- 20.0cl (7oz)

**Saucer**
- AND0211
- 16.0cm (6½"

**Espresso Saucer**
- AND0152
- 12.0cm (4½")

**Demitasse Cup & Saucer**
- AND0147
- 4.3cm d 7.0cm h (1½" d 2¾"

**Milk Jug S/S**
- AND0340
- 9.0cm h (3½"
- 22.0cl (7¾oz)

**Saucer**
- AND0211
- 14.5cm (5½"
Inspired by the rich heritage of Islamic art, this stunning range utilises gold mica to provide a luxurious and contemporary tableware collection.
The Spiro range features clean, geometric linework, which is tapered to draw your guests’ gaze naturally toward the centre of their plates. A subtle raised texture adds an extra element of understated elegance.
The Gatsby range is inspired by the Art Deco movement of the early 20th Century, utilising black and copper colours associated with this iconic period of design history.
Burnished Gold brings a new level of luxurious detail to a classic, understated design. The gold edging on every piece is hand-burnished, and carefully positioned to protect the linework from excessive wear. This is the perfect marriage of beauty and durability.

### Signature Collection

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<td>27.5 cm (10¾”)</td>
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<td>Plate</td>
<td>A003</td>
<td>22.0 cm (8¾”)</td>
<td>22.0 cm (8¾”)</td>
</tr>
<tr>
<td>Plate</td>
<td>A004</td>
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<td>28.0 oz</td>
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<td>A020</td>
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<td>10.5 oz</td>
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<td>Covered Sugar</td>
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<td>11.5 oz</td>
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<td>A041</td>
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<td>Tea For One Set</td>
<td>A041</td>
<td>Teapot, Teacup &amp; Saucer</td>
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<td>A041B</td>
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<tr>
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<tr>
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<td>A017</td>
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<td>16.0 oz</td>
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<tr>
<td>Tea For One Saucer</td>
<td>A019</td>
<td>14.5 cm (5¾”)</td>
<td>14.5 oz</td>
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</table>
Inspired by the classic English country walled garden, Trellis combines soft yet colourful combinations of pastels with sweet pea illustrations, each item in the range having its own unique design.

**TRELLIS SIGNATURE COLLECTION**

- **Coupe Plate**
  - **AND0244**
  - 27.0cm (10½"
- **Coupe Plate**
  - **AND0163**
  - 21.0cm (8¼"
- **Coupe Plate**
  - **AND0421**
  - 16.5cm (6½"
- **Rectangle Tray L/S**
  - **AND0136**
  - 34.0cm x 15.0cm (131/3" x 6"
- **Bowl**
  - **AND0332**
  - 14.5cm (5¾"
  - 35.0cl (121/3oz
- **Bowl**
  - **AND0441**
  - 24.0cm (9½"
  - 59.7cl (21oz
- **Condiment Pot**
  - **AND0249**
  - 6.5cm x 3.3cm h (2½" x 1½" h)
  - 5.0cl (1¾oz
- **Mug**
  - **AND0281**
  - 9.0cm h (3½"
  - 35.0cl (121/3oz
- **Tea For One Cup**
  - **AND0411A**
  - 6.0cm h (2½"
  - 26.0cl (9oz
- **Tea For One Teapot**
  - **AND0411B**
  - 12.4cm h (5"
  - 46.0cl (16oz
- **Tea For One Set**
  - **AND0411**
  - Teapot, Teacup & Saucer
- **Tea For One Saucer**
  - **AND0169**
  - 14.5cm (5¾"
- **Milk Jug**
  - **AND0120**
  - 10.5cm h (41/6"
  - 25.0cl (9oz
- **Covered Sugar**
  - **AND0119**
  - 11.5cm (4½"
  - 25.0cl (9oz
- **Tea Pot 4 Cup**
  - **AND0415**
  - 16.5cm h (6½"
  - 80.0cl (28oz
- **Espresso Cup Footed**
  - **AND0145**
  - 5.6cm h (2½"
  - 9.0cl (3oz
- **Tea Saucer/Soup Stand**
  - **AND0107**
  - 16.0cm (61/3"
- **Espresso Saucer**
  - **AND0146**
  - 12.0cm (4¾"
- **Tea Saucer**
  - **AND0169**
  - 14.5cm (5¾"
The Reed design is inspired by the natural beauty of the English countryside. The range includes special hand-painted illustrations of iconic English birdlife, including the Kingfisher, Reed Bunting and Lapwing. As a final flourish, 24-carat gold edging adds an extra sense of luxury.
Flame features a white on white raised enamel design which naturally draws the eye towards the centre of the tableware providing the perfect canvas for food presentation.
This collection has been created in collaboration with two-starred Michelin chef Brett Graham. The rimless design means there’s no visual distraction from the finest cuisine, while the frosted edge prevents finger marking as the plate is set down on the table. Extra weight has also been added to the centre of each plate, to optimise retention of heat or cold.
Sultan's Garden will bring a distinctive touch of exotic style to your table. This striking range features vibrant paradisal gardens, with illustrations of gazelles, lions and monkeys playing beneath palms and cypress trees, all inspired by early near Eastern ceramic artwork.
Our subtle white-on-white cherry blossom pattern provides a classic way to present your oriental cuisine for room service and fine dining alike. Our Tray Set solution streamlines your ordering process with a single point of contact for all your requirements.
William Edwards invites you to work directly with our factory technicians and world-class design studio to create your very own chinaware collection.

Our design team will visit you both domestically and internationally or entertain you at our central London showroom to discuss your individual requirements. We actively encourage visits to our Stoke-on-Trent factory.

**BESPOKE COMMISSIONS**

**CAFÉ ROYAL / BANQUETING**

**HOTEL CAFÉ ROYAL**
TEA GIFTWARE for ROSEWOOD LONDON

CREST & EDGE

ROSEWOOD LONDON
Working with the finest brands in luxury travel, providing highly distinctive tableware on the move, worldwide.
FIRST CLASS AIRLINE

LUXURY TRAVEL
Working with the finest technicians and the most exclusive materials available in the ceramics world, our UK and international design teams will create totally unique, entirely bespoke bone china tableware and giftware for private clients and prestigious institutions.
To create your own unique tableware collection, our in-house design team will develop to your specific bespoke requirements.