



WELCOME TO THE WORLD OF

*Juliska*

Timeless European Elegance

Breathtakingly Exquisite Designs

Playful Layering  
of Romantic Colors and Shapes

Sophisticated...  
Yet Irresistibly Fun



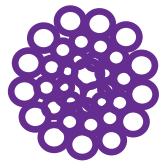
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# Juliska

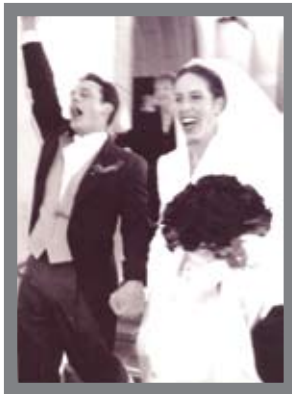


HOW WE CAME TO BE...



# Juliska

Juliska designs and manufactures European mouth-blown glassware and hand-finished ceramics that combine the shapes and themes of old-world tradition in imaginative new interpretations. Juliska is committed to creating exceptional pieces noted for their versatility, practicality and style.



Entrepreneur and importer David Gooding marries designer Capucine De Wulf – aligning England and France.



Longtime Gooding friend Elaine McCleary joins the design dream team. “Juliska” debuts with a small collection of European glass reproductions mouth-blown by Czech artisans.



1998



1999

The Goodings conspire to launch their own tableware – beautiful, simple and luxe yet perfect for everyday living. Their inspiration – possibly the most beautiful glass in the world.

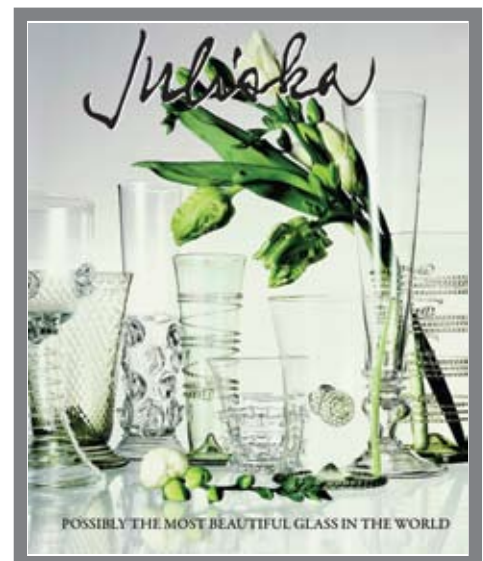
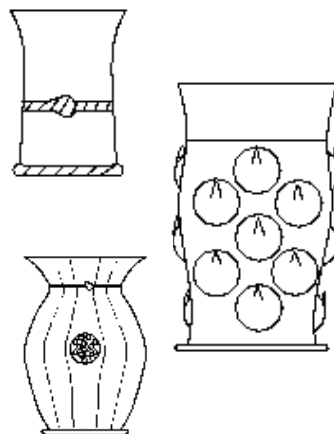


2001



2003

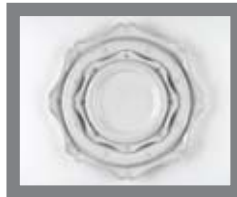
Advertising campaign launches with seven full-page ads in premium national shelter and bridal magazines.





# Juliska

As a dynamic, innovative young company, Juliska also strives for exceptional customer service. Our goal is to make every transaction as welcoming and seamless as possible and if we make a faux pas, to correct it swiftly and creatively.



Berry and Thread™ ceramics introduced.

Beautiful and practical. Stoneware that's freezer, oven, microwave and dishwasher safe revolutionizes the market place. *Food & Wine* names Capucine & David Gooding and Elaine McCleary "artful glassmakers" in their Tastemaker Awards.



2004



Two new ceramic collections created – with and without a whimsical monkey detail. Both have an innovative mottled finish. Goblets and tumblers with the same look join the glassware collections.



2006



Both designers return from maternity leave. Design activity reaches fevered pitch. Grande vases and tall stemmed wine glasses debut. Berry and Thread™ ceramics available in six colors to mix and layer. Serving pieces and bakeware added – for even greater usability.



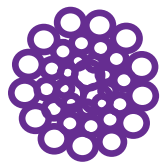
Over 800 luxe U.S. retailers carry Juliska. Collections swell to over 1,000+ pieces including linens and lighting. New ceramic and glass patterns are introduced. Juliska wins 19th Annual "ARTS Award" for Tabletop.



*Juliska*



WHAT WE'RE ALL ABOUT..





# TIMELESS EUROPEAN ELEGANCE



## *Old world elegance and tradition*

Juliska's rich European heritage spans six centuries. Inspired by the elegant curve of a Venetian flute or the exquisite threading of a Bohemian goblet, Juliska designs transport us back to an alluring age of art, romance and culture.

*Juliska's Isadora Vase takes its cue from this Rembrandt self portrait.*

Juliska glassware is mouth-blown by artisans in the Czech Republic using techniques passed down through generations of skilled glassmakers. Because they are handmade, no two pieces of Juliska are identical.

*Working in teams, Juliska glassblowers have perfected a seamless sequence of motions to create the finished pieces.*



Juliska ceramics are rich with texture and reminiscent of our European-inspired designs. Our stoneware is made in Portugal and hand finished to highlight an edging or decorative element – making each piece slightly different.

*All details on Juliska stoneware are hand embossed.*

# TIMELESS EUROPEAN ELEGANCE



*Modern day versatility and practicality*  
Juliska then takes old-world tradition and marries it with modern technology to create tableware with practical good looks ideally suited for easy entertaining. Because of the unique composition of Juliska glass, it can be blown remarkably thin. Yet Juliska glassware is surprisingly sturdy, lead free and dishwasher safe on a gentle cycle using mild detergent – perfect for everyday use.

*Our innovative, lightweight vitrified stoneware also is dishwasher safe. Furthermore, it can be used in the microwave and go directly from the freezer to a 450-degree oven.*



## BREATHTAKINGLY EXQUISITE DESIGNS



Since our debut in 2001, the business has grown to be one of the most inspired design-led tableware companies in the U.S. From the original 40 historic glass silhouettes, Juliska's distinctive aesthetic now imaginatively incorporates those exquisite themes in a 1,000+ piece collection of glassware, ceramics, linens and lighting. We can now proudly say that Juliska is a comprehensive tabletop brand.

*Inspired by six centuries of European heritage, we create new ornaments each year for the Juliska collector. Tree trimming couldn't be more beautiful.*



# PLAYFUL LAYERING OF ROMANTIC COLORS AND SHAPES



As trend setters in the tableware industry, designers look to Juliska for inspiration for innovative tablescapes. We continually push the envelope of dressing eclectic tables – elegantly layering shapes and textures, incorporating and coordinating patterns and colors in an inspired fashion. We make artful table setting effortless.

## SOPHISTICATED... YET IRRESISTIBLY FUN



We contribute our success to paving our own path – our own look. Our design team always designs what they love, rather than following what's trendy. As a result, our collection is eternally chic – and patterns like Petit Singe are irresistibly fun.





# SOPHISTICATED... YET IRRESISTIBLY FUN



At Juliska, we have an unswerving dedication to the retailers that display and sell our collections and the sales reps who interact with those stores. At Juliska, we have an “I’m on it!” attitude to ensure that our customers receive the best service possible.

Two years ago Juliska instituted a Signature Partnership Program for the independent stores that carry our product. We believe it is one of the most unique and comprehensive in the industry and includes everything from co-op advertising to in-store special events. Signature partners also are listed on the Juliska website so potential customers know where to shop for items in our advertisements or products seen in magazine features.

*Monkey salt and pepper shakers are an irresistibly fun addition to the Petit Singe Collection.*



*Our master glass blower assists a Juliska sales rep who takes a turn blowing glass at a recent conclave.*

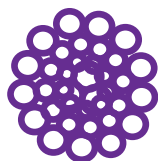
To ensure that our sales representatives *really* understand what’s behind the Juliska buzz, we invite them to our headquarters to experience that dynamic first hand. Some of the training is technical and visual, but we try to make all of it enjoyable – because pleasure plays an important role in the Juliska aesthetic.

In the design industry, Juliska represents a rare marriage of elegance and whimsy.

# Juliska



WHERE YOU'LL SEE US...





# TIMELESS EUROPEAN ELEGANCE



Juliska glass is mouth blown by Czech artisans using techniques passed down through the generations.

Using the original glass collection as a springboard, our designers Capucine Gooding and Elaine McCleary have created stunning patterns that beautifully rest side by side. Today's bride is particularly appreciative that one Juliska pattern pairs so easily with another, making blending effortless. National branding appears in both bridal and shelter magazines: *InStyle Weddings*, *Martha Stewart Weddings*, *Ellé Decor*, *House Beautiful*, *Southern Accents* and *Traditional Home*.

*This ad in Elle Décor, November 2007, features one of our original historic shapes (the green Isabella Goblet) as well as the optic Fluted Vase and Harriet Candlestick introduced last year.*



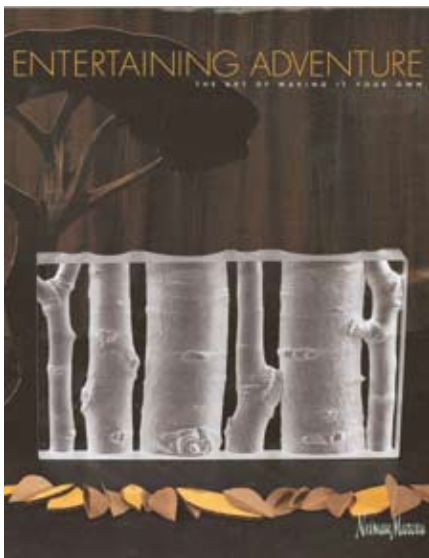


# BREATH TAKINGLY EXQUISITE DESIGNS



Juliska designers use old-world themes to create distinctive new patterns and silhouettes. As an example, the new “mottling” technique found in the Octavia stoneware mimics the look of old French hammered copper. And the historic berry and thread details that have become Juliska’s signature decoration now grace some of our newest glassware – the Periton compotes and Graham wine glasses.

*Juliska places co-branded ads with national accounts that produce their own magazines. This co-branded ad with Neiman Marcus appeared in their fall magazine Entertaining Adventure: The Art of Making It Your Own.*

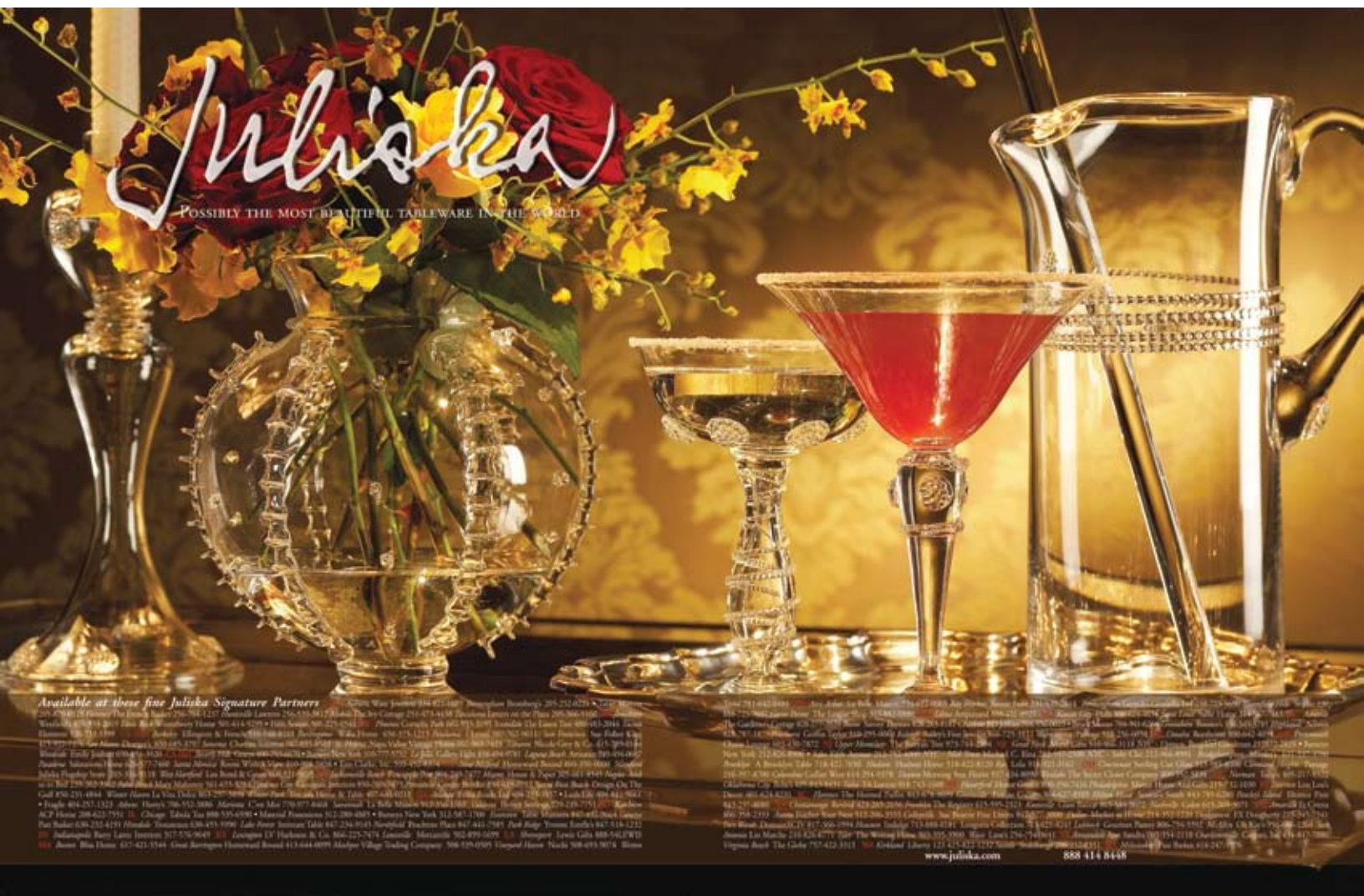


# BREATHTAKINGLY EXQUISITE DESIGNS



New silhouettes are added each year to ensure a fresh and appealing collection. Martini glasses and pitchers and champagne saucers debuted in the spring of 2006; the Harriet fishbowl vase was a fall introduction. Other new collections include grande vases – grown up versions of popular smaller pieces – and mottled glass drinkware.

*Signature Partners (retailers who showcase a significant assortment of Juliska) are listed in three-page spread advertisements in premium shelter and bridal magazines. Traditional Home, December 2006, featured perfect gifts for the holidays.*



**Available at these fine Juliska Signature Partners**

Atlanta: The Home Depot, 2000 Peachtree Dunwoody Rd., Atlanta, GA 30328 • Chicago: The Home Depot, 1000 N. Dearborn St., Chicago, IL 60610 • Dallas: The Home Depot, 10000 Preston Rd., Dallas, TX 75249 • Denver: The Home Depot, 10000 E. Hampden Ave., Denver, CO 80231 • Detroit: The Home Depot, 10000 E. 14 Mile Rd., Detroit, MI 48243 • Fort Worth: The Home Depot, 10000 W. Camp Bowie Blvd., Fort Worth, TX 76116 • Houston: The Home Depot, 10000 Katy Rd., Houston, TX 77024 • Los Angeles: The Home Depot, 10000 Wilshire Blvd., Los Angeles, CA 90024 • Miami: The Home Depot, 10000 SW 80th St., Miami, FL 33156 • Minneapolis: The Home Depot, 10000 Hennepin Ave., Minneapolis, MN 55428 • New York: The Home Depot, 10000 Queens Blvd., Queens, NY 11375 • Phoenix: The Home Depot, 10000 N. 19th Ave., Phoenix, AZ 85021 • Portland: The Home Depot, 10000 NE Oregon St., Portland, OR 97220 • San Francisco: The Home Depot, 10000 S. Bascom Ave., San Francisco, CA 94134 • Seattle: The Home Depot, 10000 Aurora Ave., Seattle, WA 98148 • Tampa: The Home Depot, 10000 Bruce B. Downs Blvd., Tampa, FL 33613 • Washington DC: The Home Depot, 10000 Annapolis Rd., Annapolis, MD 21401 • Wichita: The Home Depot, 10000 N. Lincoln St., Wichita, KS 67217

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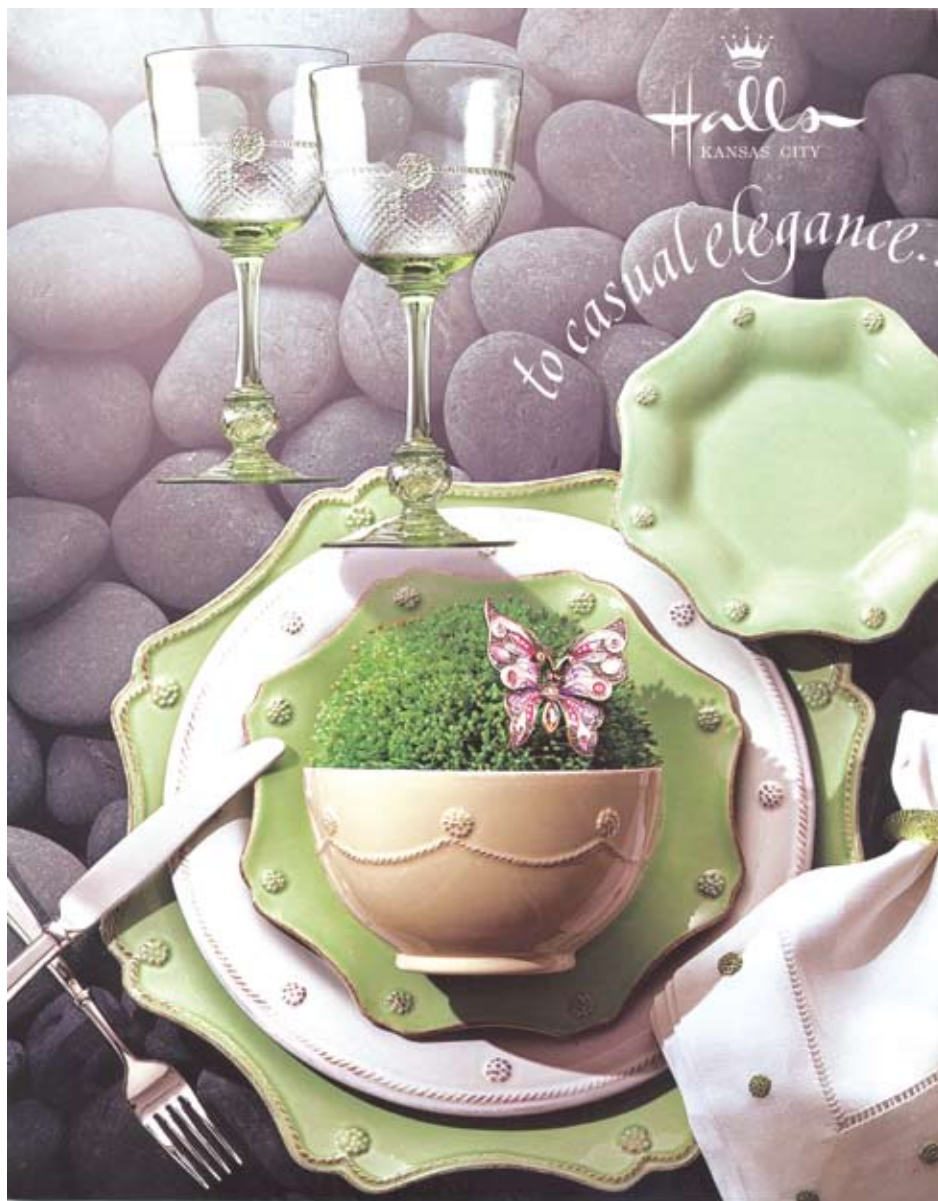


# PLAYFUL LAYERING OF ROMANTIC COLORS AND SHAPES



Layering is an essential component of Juliska stoneware and an excellent example of our commitment to versatility, practicality and style. The scalloped and round shapes of Juliska's Berry and Thread pattern invite stacking – sometimes playfully. Six soothing and romantic colors complete the collection, making yummy combinations effortless. To take the berry and thread decorative detail further, add the Graham goblets – in green.

*Halls, one of Juliska's signature partners, uses co-op dollars to advertise Juliska in Kansas City Magazine. In 2007, Halls playfully displayed Berry and Thread in this advertisement.*





# SOPHISTICATED... YET IRRESISTIBLY FUN



Tableware companies often loan items to shelter and bridal magazines – for use as props or to photograph as a “find.”

Juliska has been fortunate to land numerous product placements since our debut, and we like to reference those features on our website. Not only does that show our consumers new ways of using Juliska, it also helps them find specific information about items they’ve seen in print.

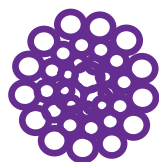
*We especially appreciate when Juliska is used in an elegant or playful manner. Shelter Magazine used the rim of our Amalia Cake Pedestal as the brim for this Mad Hatter’s chapeau. House & Garden artfully presents a decadent pastry on Juliska’s Eve Pedestal.*



*Juliska*



WHY YOU'LL LIKE US...



# TIMELESS EUROPEAN ELEGANCE



Our shapely footed fishbowl vase could be used for fish, but try it first with flowers.  
Delicate details make this an outstanding centerpiece.

Harriet Fishbowl Vase

B251

8-inches high, 6-inches wide (58 ounces)





# TIMELESS EUROPEAN ELEGANCE



Created by our design team and executed by Czech master glassblowers, the Founders Compote is the ultimate Juliska collectible. Drama, elegance and grace are all captured in this stunning work of art that combines historic fluting and optic effects to showcase the complexities of artisan glassblowing.

Founders Compote

B312

20-inches high, 18-inches wide (128 ounces)



# BREATHTAKINGLY EXQUISITE DESIGNS



## Taper Candlesticks

Slim and curvy, tall or short, our taper candlesticks look stunning standing alone, paired or grouped as a collection as they are in our catalog.

Eve and Isabella Short Taper Candlesticks

B241E and B241IS

5.5-inches high

Isabella and Harriet Medium Candlesticks

B207IS and B239H

10-inches high

Eve Tall Taper Candlestick

B240H

12-inches high



# PLAYFUL LAYERING OF ROMANTIC COLORS AND SHAPES



Soothing shades of Cucumber, Portobello and Whitewash add to the romantic feeling of Octavia's shimmering plates and glassware. Mixing octagonal and round plates ensures a light-hearted table setting.

Octavia Small Goblet  
B309 with white opaline rim  
7-inches high (6 ounces)

Octavia dinnerware  
5-piece place setting and additional pieces





# SOPHISTICATED... YET IRRESISTIBLY FUN



Toasting with champagne is the sophisticated and fun way to celebrate an engagement, wedding or promotion to CEO, for that matter. All those bubbles look exceptionally lively in Juliska flutes and saucers.

Amalia Flute  
B230A  
8.5-inches high (5 ounces)

Amalia Small Ice Bucket  
BIBA2  
8-inches high (98 ounces)

Amalia Large Ice Bucket  
BIBA  
10-inches high (190 ounces)

Brianna and Jessica Champagne Saucers  
B226B and B226J  
5.5-inches high (6 ounces)



# SOPHISTICATED... YET IRRESISTIBLY FUN



Two little monkeys, tails nearly touching, playfully decorate the elegant shape of our six-sided teapot – hand finished to highlight its chic outline.

Petit Singe Teapot

KA25

7.5-inches high, 10.5-inches wide (64 ounces)





**WANT TO KNOW MORE ABOUT JULISKA?**  
**WHO'S WHO & WHAT'S WHAT**  
Frequently asked questions

**So, who is Juliska?**

Juliska is our muse. She is a fresh take on classic design – timeless European elegance updated with imaginative new interpretations and a healthy dose of modern-day versatility, practicality and style. Classic yet modern. Stylish yet casual. Playful yet sophisticated. Juliska is an entertaining lifestyle.

**And who is Dave Gooding, we also might ask?**

He's the guy with the English accent. Dave was born in London and came to the States in 1989 when he enrolled at Hobart College, graduating in 1993. Two years later he started Penshurst Trading Inc, an import agency focused on premium European tableware. That was the precursor to Juliska, which he launched in April 2001.

**Why the interest in creating an entertaining lifestyle?**

Capucine De Wulf Gooding and Elaine McCleary, Juliska's designers, love to party. Born in France and reared in Georgia and Texas, Capucine naturally celebrates timeless European elegance and gracious Southern hospitality. Elaine McCleary hails from Rhode Island and brings fresh American style and sensibility to the table. Elaine and Capucine love mixing and layering and are known for creating luscious and fanciful tablescapes.

**How do the designers get their inspiration?**

From our muse, Juliska. The original inspiration came from 40 European glass reproductions. Patterns developed around individual pieces and then around particular design elements – like Juliska's signature berry and thread decoration. Capucine and Elaine continue to envision new interpretations on historic shapes and decorative elements and have grown the collection to over a thousand pieces in six short years. Most importantly, they design what they love rather than what's trendy.

**Where can I find Juliska?**

At the best retailers in the USA (launching globally in Summer 2008)! We only sell to stylish and inspired retailers who share our vision of independent, design-led style. To find the stores that carry the greatest variety of Juliska, go to [www.juliska.com](http://www.juliska.com) to locate a Juliska Signature Partner.

