

THE ART OF CHRISTMAS

CELEBRATING. GIFTING. LIVING



MEISSEN is transforming the Christmas season into a vibrant celebration full of stylish seduction and contemporary lifestyle. In the historic Albrechtsberg Castle in Dresden, porcelain becomes poetry, telling the story of 315 years of craftsmanship, timeless design and pure joie de vivre. Here, craftsmanship merges with attitude, luxury with lightness, porcelain with sensuality. Amidst art-historical architecture, a visual world full of contrasts unfolds: gentle and powerful, inspiring and iconic.



Since its foundation in 1710 by Elector Augustus the Strong, King of Poland, MEISSEN has been synonymous with the highest level of craftsmanship, living cultural heritage and artistic lifestyle. For this year's Christmas campaign, the backdrop chosen was Albrechtsberg Castle, one of the three famous Elbe castles that rise gracefully above the slopes of Dresden and are a sought-after event location. An extraordinary production unfolds here, one that not only honours tradition but also reinterprets it in a completely new way. Within the castle's grandeur, MEISSEN's iconic pieces take center stage, bringing character to every space. In collaboration with Polish designer Oskar Zieta, a powerful fusion of two worlds has been achieved. Oskar Zieta, known for his groundbreaking techniques in metal design, brings a radically modern aesthetic to the delicate world of MEISSEN with his sculptural, metallic shimmering interior pieces. The fusion of baroque splendour and avantgarde freshness creates a delightful Christmas experience, inviting you to experience the festive season in a whole new way. [All images.](#)

THE ART OF CELEBRATION

CELEBRATING WITH MEISSEN – means transforming every moment into a sensual experience. It is the combination of timeless style and modern sophistication that creates pure joie de vivre with passionate craftsmanship and fine details. Every year, MEISSEN sets a highlight with its Christmas collection. This year, the legendary 'The Original' design shines in a festive interpretation

for the 2025 Christmas collection: delicate gold meets a warm, velvety shade of red, giving the collection an elegant aura. Whether delicate Christmas baubles, stylish vide pouches, practical coffee-to-go mugs or classic handled cups – each piece is a small work of art which can be wonderfully combined with previous MEISSEN Christmas collections. The 2025 edition invites you to celebrate the festive season with MEISSEN in a very special way: charming and full of joy.



Celebrate in style: celebrating with MEISSEN makes Christmas a stylish statement. Whether it's home décor statements, sparkling ornaments, detailed figurines, elegant champagne glasses or exquisite tableware, each piece is a work of art that not only decorates but also tells stories. Eye-catching, gift-worthy or collectible, these designs are not just to be admired but celebrated.

[Images](#)



MYSTIC MAISON

Form N° 41 unfolds as an artfully staged masterpiece – a tribute to the fine arts and the power of imagination. Majestic mythical creatures such as the winged lion, delicate rocaille elements and shell-shaped ornaments lend the décor an almost mystical aura. Ornamentation and sophistication merge to create an expression of pure festivity, luxurious, detailed and full of character. Mystic Maison brings magic to the festive season and is an extraordinary highlight that reinterprets artistic tradition. [Images](#)



SWAN SERVICE Indian flower branches

The Swan Service is a statement, a work of art and a time capsule all in one. Hand-painted. Hand-shaped. Hand-picked. With its Indian floral painting, this service gracefully transports the 315-year-old Baroque table and festive culture into the present, a distinctive relief that you want to feel. Surrounded by Indian flower branches and scattered flowers: the iconic pair of swans placed right in the middle, symbolise fidelity and love, inspired by historical copper-plate engravings. This is where craftsmanship meets conviction. The hand-painted Swan Service is a lifestyle that combines artistic expertise with refined gentleness, making Christmas a sparkling experience. [Images](#)



You can find an overview of all services offered as part of the MEISSEN Christmas campaign at the [following link](#).

THE ART OF GIFTING

GIFTING WITH MEISSEN – those who love give MEISSEN. Europe's first porcelain manufacturer takes the celebration of love to a new level, because gift-giving is an art and every gesture is a small masterpiece. Affection has a name: MEISSEN. Made for gifts that last – as a memento, a thank you and an expression of style. Elegant dinner services, iconic handled cups, stylish coffee-to-go mugs, lovingly curated gourmet sets, interior pieces and decorative porcelain treasures. [Images](#)



Sensual statements – jewellery for him and her

With MEISSEN, you do more than say “I like you” – you show it. The PEARL Collection seduces with exquisite porcelain pearls, each piece a sign of affection – stylish, feminine, meaningful. The Royal Blossom Collection adds a touch of royalty: diamonds meet delicate porcelain snowball blossoms – inspired by a gift from Augustus the Strong to his great love. For him, style becomes a statement: striking leather bracelets with porcelain elements, signet rings and brooches set confident accents – masculine, individual, with attitude. An expression of character and class, made for festive occasions with style.

[Images](#)



THE ART OF LIVING

LIVING WITH MEISSEN – brings meaning to every moment – through products that are much more than just beautiful designs: they are companions for a life full of style, value and timeless aesthetics. At the heart of the campaign, MEISSEN reveals the incomparable art of enjoyment – a symphony of masterful porcelain artistry and the finest dining experience. Every service tells a story. Whether sparkling banquets or intimate dinners – this is an invitation to celebrate the Christmas season with all your senses.

THE ORIGINAL

The Original unfolds its full aura in the magic of the Christmas season – a collection that breathes history and surprises with its modernity. Inspired by the legendary onion pattern, The Original confidently and coolly revives this icon with a new decorative variation. The deep, velvety petrol tone of the Urban Colours creates a sensual interplay between clarity and warmth. The result is a festive table that not only tells the story of MEISSEN, but also stages Christmas with stylish modernity. The Original is more than just a service – it is a tribute to authenticity, timelessness and grandeur. Made for festive moments full of meaning. [Images](#)



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LIVING WITH MEISSEN – is more than a style, it's an attitude that elevates life to art and celebrates it with all the senses. For its Christmas campaign, MEISSEN stages its iconic porcelain figures and vases amid the minimalist, metallic-glittering worlds of Oskar Zieta at Albrechtsberg Castle. The setting is powerful, contrasting, surprising. The focus is large-format MEISSEN vases – as if from another era, yet radically contemporary. Their rich craftsmanship and opulence are reflected in Zieta's furniture, ultra-modern, almost floating. The result is an aesthetic field of tension. [Images](#)



Set against a backdrop of baroque splendour and contemporary design, the MEISSEN porcelain figures exude an unexpected vitality – almost as if they had been awakened just for this moment: a gentle owl presides over the scene with quiet presence, its gaze wise and alert. The lion, a model made by artist Johann Gottlieb Kirchner from 1732, embodies a powerful and majestic grandeur. Also present: a small Bolognese dog, which celebrates its very own moment with charm and lightness. The Paduan rooster – a large sculpture with an iconic posture. Its striking crest, determined gaze and almost exaggerated silhouette make it more of a statement than an animal figure. It radiates a confident coolness – sculptural, almost urban, uncompromisingly stylish. A true signature piece. Absolutely MEISSEN. [Images](#)



MEISSEN creates a sparkling universe that touches the heart with exquisite tableware, fascinating animal figures, majestic art vases, thoughtful gifts, gift ideas and Christmas editions. 'The Art of Christmas' is a visual manifesto for all those who appreciate beauty, feel style and rethink tradition. MEISSEN celebrates the art of enjoying life – as a sparkling, sensual and unforgettable journey.

All images: <https://my.hidrive.com/share/1zmzegl4gz>

Please do not hesitate to contact us if you have any further questions or require additional information.

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