



FOR IMMEDIATE RELEASE
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hole in one

Introducing the 2007 nora fleming Interchangeable Dinnerware Collection

Marvelous entertaining mavens are often afraid of change. Many haute hostesses assume that reinventing the tabletop look is taboo or too difficult, opting instead to utilize the same serving pieces and décor options from previous dinner parties. One chic company is dedicated to changing all that, proving that change is good, but interchangeable is better.

Dinnerware extraordinaire, **Nora Napientek** of **nora fleming** has created a dinnerware collection so versatile it will get every stylish suburban girl, metropolitan mom, and fashionista through fabulous feasts year round. **Occasionals by nora fleming** has simplified the art of entertaining with hand-molded, custom ceramic serving pieces. Each serving piece contains a small hole on the side where ceramic “minis” are affixed for a personalized dinnerware look. **nora fleming** offers 6 types of serving pieces (2 bowls, 2 platters, 1 cake plate, 1 garnish dish, and a ramekin), and 30 different minis.

Each mini is delicately designed and engraved with **nora fleming’s** signature “nf” logo to ensure authenticity and avoid design imposters. From posh pumpkin spice mini to the sophisticated summer butterfly, each mini is committed to commemorating every one of life’s important occasions and milestones. **Occasionals by nora fleming** is the perfect holiday, birthday, or wedding gift for friends and family, and will soon become a cherished family heirloom.

Like a little black dress for your tabletop, **Occasionals by nora fleming** will surely become a staple on every dinner and buffet table. With over 30 hand-painted minis, and new designs released each month, these elegant accessories will have all collectors making **Occasionals** their new obsession. An added bonus, the minis are the perfect accessory to draw attention away from the fact that you’ve scorched your soufflé!

One particularly uneventful day in her pottery studio, founder **Nora Napientek** began drilling holes in plates. Little did she know what would become of her newfound hobby. What started as unique wedding and birthday gifts has bloomed into a business founded on simplifying the art of everyday entertaining. From the finest filet to PB & J, **Occasionals by nora fleming** has you covered for all occasions. And, a recently released paper plate collection is perfect for picnics, barbecues, or the kids table. Minis are available for any and every occasion and with Nora’s “Mini of the Month” Club, one must-have mini arrives every month for a year in the mail – saving sophisticates the trouble of heading to the store, last minute, to find tabletop accessories.

The nora fleming Interchangeable Dinnerware Collection is available in over 250 stores nationwide including Von Maur, speciality boutiques across the country, and on the Internet at www.norafleming.com.

nora fleming platters retail from \$35 to \$60 and minis range from \$10-\$12.50 each.