



VQ Unveils an Exquisite Small Domestic Appliance Kitchen Collection in Collaboration with Laura Ashley to Commemorate their 70th Anniversary for the first time in the United States of America.

The VQ & Laura Ashley Collection in Elveden Navy, Elveden White, and Classic China Rose Designer Prints will be available from September 2023 at select retailers in the US.



VQ, the leading brand known for its innovative and stylish home electronics, is delighted to announce a global exclusive partnership with Laura Ashley, the iconic British lifestyle brand, to commemorate its 70th anniversary. The collaboration has resulted in a stunning kitchen small appliance collection featuring the exquisite Elveden Navy, Elveden White, and China Rose prints for the US. Timeless designs that perfectly encapsulates Laura Ashley's heritage and VQ's commitment to blending fashion with technology.

After the global success of the Laura Ashley Elveden print collection across Europe, Australia, and New Zealand. VQ has been working behind the scenes with Laura Ashley for many months of development to create this superb range of beautiful appliances. The collaboration between VQ and Laura Ashley celebrates a shared commitment to quality craftsmanship, timeless design, and a passion for creating inspiring products that enrich everyday life.

"We are thrilled to collaborate with Laura Ashley again, a brand known for its timeless elegance and commitment to quality," said Jonathan Merricks, CEO & Creative Director at VQ. "The Elveden Navy, Elveden White, and China Rose prints holds a special place in the hearts of many, and we are extremely excited to incorporate its charm into our range of kitchen appliances for America. This collaboration represents our dedication to celebrating the 70-year journey of Laura Ashley, by offering our customers something truly remarkable and extraordinary."

With VQ's expertise in creating cutting-edge electronics and Laura Ashley's legacy of elegant aesthetics, this partnership brings together the best of both worlds, offering consumers an exquisite range of quality kitchen small appliances that combine functionality with style.



Crafted with utmost attention to detail, the appliances feature signature Laura Ashley Hand Made Designer Prints, showcasing delicate detailing and soft hues that evoke a sense of romance and serenity.



2 & 4-Slice Features:



Variable Controls
Seven settings for your perfect golden brown.



Compact Design
Enjoy two slices of toast to start your day.



Self-Centring
Ensure toast is evenly browned on both sides.



Wide Rack
Plenty of room to toast; thick bread, crumpets etc.



Defrost Mode
Get your perfect toast, even from frozen.



Reheat Mode
Warm your toast without toasting it further.



Hand Made
Stunning individually hand made designer print finish.



Warming Rack
Croissant/Bun Warmer included.



Warranty
Peace of mind with up to two years protection.



If you're looking for a multi-functional toaster that not only makes the perfect toast but can cook tasty bagels, luscious crumpets, and wholesome thick-sliced bread then look no further! The VQ Laura Ashley 2 & 4-Slice Toaster is the perfect match to make your breakfast and style your kitchen at the same time.





Drawing inspiration from Laura Ashley's rich history and passion for creating beautiful patterns, VQ has crafted a range of small kitchen appliances that seamlessly merge classic elegance with modern functionality.



Stove Top Kettle Features:



Ten Cup Capacity

Boil up to 10 Cups with the 3-litre capacity.



Fast Cooling Handle

Your kettle's handle cools down in seconds once off the heat.



5 Layer Encapsulated Base

Efficient thermal conductivity reduces boiling time and heats evenly every time.



Traditional Whistling Sound

A classic whistle to let you know when your water has boiled.



Easy Pouring

One handed mechanism with easy-open spout and spring-loaded lever.



Aga-Stove Compatibility

Suitable for wide range of traditional cast iron stoves



Food Grade Safe

The Kettle is made of Food Grade Stainless Steel inside and out.



Warranty

Piece of mind with up to two years protection.



Hand Made

Stunning individually hand made Laura Ashley prints.

The VQ Laura Ashley Stove Top Kettle gives you the simple pleasures of a cup of tea or coffee in the comfort of your own home. Experience the beauty of a timeless classic with this stunning designer kettle in three gorgeous finishes.





The collection effortlessly marries Laura Ashley's rich heritage with VQ's expertise in delivering cutting-edge technology, resulting in a range of appliances that are not only visually striking but also boast exceptional performance.



Jug Kettle Features:



A Perfect Pour

Accurate pouring spout which prevents drips.



360 Degree Base

With convenient cord storage.



Fill Indicator

Avoid boiling more water than you need to.



Seven Cup Capacity

Practical family sized 1.7 litre capacity.



Limescale Filter

Removeable water and limescale filter.



One Cup Boil

Save money, save time, save the environment.



Fast Boil

Heat your water quickly and easily.



Hand Made

Stunning individually hand made Laura Ashley print.



Warranty

Peace of mind with up to two years protection.

If you're looking for an easy way to make a hot, delicious cup of tea or the beverage of your choice, look no further than the beautiful VQ Laura Ashley Cordless Electric Jug Kettle. A perfect match for a rich-tasting coffee, delicious warm hot chocolate, a classic mocha, and much more.

This special collection includes a range of must-have appliances, all meticulously designed with attention to detail. Each item boasts advanced features and cutting-edge technology to elevate the cooking and beverage preparation experience to new heights. From perfectly toasted crumpets and croissants, to a piping hot cup of tea or coffee, the VQ & Laura Ashley collection ensures style, performance, and versatility in every aspect.





With a legacy rooted in craftsmanship and elegance, Laura Ashley has been a symbol of sophistication for seven decades, and this collaboration with VQ serves as a testament to their shared commitment to:

“Vision in Design & Quality in Construction”.

About VQ: VQ is an Award-Winning British brand in home electronics, renowned for its commitment to innovation, design, and performance. With a wide range of products including DAB/DAB+ Digital Radios, Bluetooth Speakers, Smart Speakers, and Kitchen Appliances. VQ has gained more Which awards for their audio products than any other UK brand. Leading the way with its unique style, advanced technology, and superior quality.

About Laura Ashley: Laura Ashley is an iconic British lifestyle brand known for its timeless designs, high-quality craftsmanship, and exquisite patterns. With a heritage spanning 70 years, Laura Ashley has become synonymous with classic fashion and continues to inspire with its elegant home furnishings, textiles, and accessories that epitomize classic British style.

To fully experience the allure of the VQ & Laura Ashley collection, we can provide members of the press our comprehensive catalogue which showcases the complete range of kitchen appliances.

For media inquiries, high-resolution images, and interview requests, please contact:

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We are also pleased to offer samples for editorial reviews. Please let us know your preference, and we will be delighted to provide you with the opportunity to experience the beauty and functionality of the VQ & Laura Ashley China Rose collection first hand.