



LIBBEY.

Colored Hobstar



Hobstar

Hobstar gets its name from a specific cut glass design unique to Libbey that was developed between 1876 and 1925, also known as the 'brilliant period of American cut glass'. Fitting in perfectly with the current fashion for vintage chic, this range is a testament to how truly great design always endures. So, despite its long history, Libbey's Hobstar is today as popular as ever. these glasses are highly functional, versatile and come with the signature Libbey qualities such as strength and distinctive looks.

SEASONAL COLORS

The colors are based on the color trend: 'Tinted Neutrals' and are very well suited to the Autumn/Winter season. They add a discreet, yet sophisticated dimensionality to the Hobstar glass.



Ocher



Green



Rose



Blue



Grey

TIPS & TRICKS

- Unpack a few glasses and line them up on the shelf.
- Better yet, set a table using the colored Hobstar glasses.
- Present the colored Hobstar glasses together with the regular transparent Hobstar glasses in order to stimulate cross-selling.
- Use the given mood pictures to promote the glasses online and offline.
- Create content online using the Hobstar story and mood pictures.
- Use different colors to mix & match when displaying.
- Serving suggestions: These glasses are perfect for water, mixed drinks, sodas, iced coffee & tea, kombucha and many more.



PHOTOGRAPHY

Several mood pictures were taken, both in landscape and in portrait orientation. There are also mood pictures with combinations of colored Hobstar glasses and regular transparent glasses. Please check all the mood pictures on 'Resource Space' (former 'Media Space') and search for 'Colored Hobstar'.





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