

NIESSING

150TH ANNIVERSARY
OF NIESSING
SINCE 1873



NIESSING MANUFAKTUR, BUTENWALL 117, 48691 VREDEN, GERMANY
NIESSING STORE ZÜRICH, STORCHENGASSE 21, 8001 ZÜRICH, SWITZERLAND

EXCLUSIVE PRESS PREVIEW: 150 YEARS OF NIESSING

Zürich, Aug 22, 2023 - The Niessing Store Zürich opened its doors exclusively to the Swiss press in order to celebrate the 150th anniversary of the Niessing manufactory in the Münsterland region. This press preview not only offered fascinating insights into the world of Niessing, but also presented a culinary experience in which Münsterland cuisine was uniquely interpreted with the creative ideas of Zürich's top chef Karim Schumann.

The highlight of the evening was the exclusive preview of the new Highlights Collection, which will be released in October of this year. This collection promises a brilliant finale to the anniversary year.

The Anniversary Exhibition not only provided guests with fascinating insights into 150 years of Niessing, but also showcased iconic Niessing designs such as the Setario and the exclusive Spannring Zürich Edition (which is available



Seit 1873

NIESSING MANUFAKTUR GMBH & CO. KG

Butenwall 117 48691 Vreden Germany niessing.com
Sonja Erl Head of PR sonja.erl@niessing.com ph +49 2564 300333

NIESSING

150TH ANNIVERSARY
OF NIESSING
SINCE 1873

exclusively at the Niessing Store Zurich). Particularly noteworthy were the 150-year-old nun's rings, which represent the origins of Niessing.

Sandro Erl, CEO of Niessing Manufaktur Vreden, and Rudolf Scheben, CEO of Niessing Stores Europe, provided the guests with exciting insights into the company's long and unique tradition and history.

Niessing designer Verena Darlath set elegant accents with her presentation and shared her most unusual design studies with the media guests.

The catering of the top chef Karim Schumann, often cited by Gault et Millau and awarded 16 Gault Millau points in 2018, created with a creative interpretation of Münsterland cuisine, was another highlight of the evening and offered the guests a unique culinary experience.

The evening at Niessing Store Zurich on Storchengasse on August 22, 2023, was a complete success and impressively showcased the Anniversary Exhibition »150 Years of Niessing« as well as the anticipation of the upcoming Highlights Collection.

The exclusive Anniversary Exhibition will be on display at Storchengasse 21 in Zurich for two more weeks, until September 2.

For more information, please visit our website or contact us via the press page.

SONJA ERL

HEAD OF PR & COMMUNICATION

sonja.erl@niessing.com

<https://niessing.com/UEber-uns/Presse/>

+49 173 546 10 10

EDITH WEIBEL SOVILLA & TEAM

WEIBEL COMMUNICATION AG

MEDIENSTELLE NIESSING MANUFAKTUR GMBH & CO. KG

Rückgasse 10 CH-8008 Zürich

Tel. +41 44 986 10 20

info@weibelcom.com www.weibelcom.com



Seit 1873

NIESSING MANUFAKTUR GMBH & CO. KG

Butenwall 117 48691 Vreden Germany niessing.com
Sonja Erl Head of PR sonja.erl@niessing.com ph +49 2564 300333