



Headline News

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Waterford Hires Branding Firm

NEW YORK—Waterford Wedgwood USA has hired brand management firm **Graj + Gustavsen** to revive its fine china and crystal merchandising efforts, rejuvenate the category and reposition the brand.

“We are excited to be working with the team at Graj + Gustavsen,” said David Sculley, chief executive officer of Waterford Wedgwood PLC, in a statement. “Their talent and expertise in consumer brand positioning and insight into global lifestyle trends make them the ideal strategic partner to help reinvigorate the Waterford brand.”

According to a statement from the branding company, New York-based G+G will work with Sculley and his senior management team to help the Waterford brand “more deeply resonate with the ever-changing tastes of today’s consumers.” Among its initiatives are reinventing the fine china and crystal category and the wedding and gift registry department, expanding the brand into new product collections and categories, and redefining the entire physical brand experience. Innovation and increased relevancy are key objectives, G+G said.
