



## News Release

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## **FIESTA® DINNERWARE INTRODUCES “LAVENDER” – Celebrating 90 Years of Color with One Peaceful New Hue.**

**Newell, West Virginia – (January 13, 2026)** – Introducing Lavender, the latest addition to Fiesta® Dinnerware’s iconic collection of colors for 2026. For 90 years, Fiesta has been at the heart of the American home. To honor this milestone, we chose Lavender, a shade that reflects peace, renewal, and the timeless beauty of nature. This soft and botanical hue is the brand’s 58th color addition. More than a new color, Lavender is a celebration of our legacy and the joy we’ve shared since 1936.

Discover the quiet beauty of Lavender at the Atlanta Market, showcased at AmericasMart®, from January 13-19, 2026. Attendees are welcomed to experience the newest color at the Fiesta Dinnerware showroom located in Building 2, Floor 9, Suite 941.

"With our 90th Anniversary color, we are celebrating you, and we are celebrating our craft," remarks David Neer, Director of Design at The Fiesta Tableware Company. "There's a feeling of serenity, hopefulness—all things that are associated with Lavender. It creates a unique combination of possibilities."

Neither too bold or too bright, Lavender is a perfect foundational color to mix and match with Fiesta’s current palette of 12 distinguished colors. Whether paired with a palette of pastels, or bright shades to make it pop, Lavender brings a breath of fresh air to your table setting.

"It's all a part of bringing the outside inside. Purple also occurs in nature in the morning and at night; you'll see purple casts from the dawn and from the sunrise. It's a very special and rare treat in nature, and that aligns with how we feel about this Lavender tone," Neer adds.

For 2026, enthusiasts can enjoy 13 signature Fiesta shades, including: White, Linen, Peony, Scarlet, Poppy, Daffodil, Meadow, Jade, Sky, Turquoise, Lapis, and Lavender.

Lavender will be offered in an extensive range of dinnerware pieces, ensuring that diners can enjoy its elegance across various settings.

Standard dinnerware pieces will be available in Lavender, including Bistro Coupe 3-Piece Place Settings, Classic Rim 3-Piece Place Settings, Coupe Bowl 3-Piece Place Settings, Classic Rim 4-Piece Place Settings, and a variety of plates, platters, bowls, mugs, the signature Large Disk Pitcher, and serving pieces. The Classic Rim and Bistro Coupe 3-piece place setting is \$39.99; Coupe Bowl 3-piece place setting is \$49.99; 4-piece place setting is \$52.99.

Lavender will be available to consumers at better department stores, independent retailers, and

on [www.fiestafactorydirect.com](http://www.fiestafactorydirect.com) on 3/31/26.

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***About Fiesta® Dinnerware, Made In The USA***

*Designed by Frederick Hurten Rhead in 1936, Fiesta Dinnerware is among the most collected dinnerware in the world. Colorful and iconic Fiesta Dinnerware is lead safe and dishwasher, microwave and oven safe. Fiesta has quality durability with an unprecedented 5-year chip replacement warranty. For more information, visit: [fiestafactorydirect.com](http://fiestafactorydirect.com). Also visit Fiesta on [Instagram: @fiestadinnerware](#), [Facebook: Fiesta Dinnerware](#), and [Pinterest: Fiesta Dinnerware](#).*

***About The Fiesta Tableware Company***

*Founded in 1871 and renamed in 2020, The Fiesta® Tableware Company is known for Fiesta®, the colorful brand of dinnerware that has been made in the USA since 1936. For more information about The Fiesta Tableware Company, visit [fiestatableware.com](http://fiestatableware.com).*