

House Of Fraser Launches Exclusive New Joseph Joseph Elevate Range

HOUSE OF FRASER

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House of Fraser, the leading retailer of designer brands has teamed up with Joseph Joseph to launch the new 'Elevate' utensils range, which will be exclusively available at House of Fraser until October 2009.

The new 'Elevate' kitchen and tableware collection is being launched in stores across the UK as well as online through the [House of Fraser](#) website. All the utensils from the new 'Elevate' collection have been designed for their ease of use in the kitchen and to reflect a fresh innovative concept, whilst also being stylish, contemporary, sophisticated and practical.

[Joseph Joseph](#) was originally established in September 2002 by twin brothers Antony and Richard Joseph, and has gone on to develop a strong brand identity with its own distinct style and image for kitchen and tableware designs.



From the spaghetti server to the ladle, all of the [elevate kitchen utensils](#) feature a unique weighted ergonomic soft grip handle to 'elevate' the head above the kitchen worktop, resulting in less mess and more time to enjoy the food that has been prepared. The kitchen utensils are dishwasher safe, suitable for use with non stick cookware and feature a Nylon head that is heat resistant up to 240 degrees.

The 'Elevate' utensils range includes solid spoons, slotted spoons, ladles, spaghetti servers, slotted turners, flexible turners, and other kitchenware utensils for cooking enthusiasts.

About House of Fraser

House of Fraser is a department store group with 62 enviable locations across the UK and Ireland. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for 160 years. The company was acquired by the Highland consortium in November 2006 marking the beginning of an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

Renowned for its exclusive designer brands for men and [women's clothing](#) as well as renowned household and kitchenware names, such as Joseph Joseph, House of Fraser offers luxurious items at affordable prices.

House of Fraser is committed to ensuring that both we and our suppliers continuously look at ways of improving working standards and the effect we and they have on the environment.

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