



COOK WITH SIZZLE

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SLICING INTO THE FUTURE: SAVORA™ LAUNCHES CUTLERY COLLECTION

Chicago, March 2015 – Lifetime Brands, Inc. has announced the latest introductions to its high-performance, high-style [Savora](#) culinary tool and gadget line: the **Savora Cutlery Collection**. Incorporating Savora’s signature fit and finish with leading edge steel technology, the Savora Cutlery Collection adheres to the brand’s promise to provide the ultimate cooking experience while championing sophistication and class in the kitchen.



“Alluring, provocative and functional design is the Savora hallmark,” said Sid Ramnarace, Vice President of Global Brand Integration at Lifetime Brands, Inc., who leads the Savora design and engineering team. “The Savora brand is synonymous with quality and refinement that is meant to work for you and make life easier for you, while adding class and sophistication to the process. The Savora Cutlery Collection is our crown jewel of the Savora line, and we are immensely proud of the form, function and fundamentals that led us to offer these provocative knives for our desiring customers.”

The Savora Cutlery Collection uses 4116 grade German steel mated to a die-cast polished handle chassis, and features a gradual bolster designed to guide the user to grip the knife properly. The die-cast chassis features a hidden spine that further balances the knife and creates a shingle connection with the plastic grip, resulting in the high-quality Savora fit and finish. Engineered for balance, the center of gravity for the Savora knives has been carefully designed to optimize comfort and feel, and to allow users to exert control along the axis of the index finger.

Specifically designed for individual functions, each Savora knife has a unique look to achieve optimal performance and to communicate the function for which it was designed. The Santoku knives have the added innovation of negative cullens, which are holes that are stamped through the blade surface, reducing slicing friction and adhesion to food.

Housed in a sleek and sophisticated block, the **Savora 14-Piece Cutlery Set** is a functional showpiece with its unique profiles and organic silhouettes. The set includes an 8" chef, an 8" Bread, a 7" Santoku, a 5.5" Serrated Utility, a 3.5" parer, six forged steak knives, a shear, a sharpening steel, and a block for a suggested retail price of \$249.99.

The **Savora 7-Piece Cutlery Block Set** features all the essential knives you need for food preparation in a compact footprint. The set includes an 8" chef, an 8" Bread, a 7" Santoku, a 5" Santoku, a 5.5" Serrated Utility, a 3.5" parer, and a shear for a suggested retail price of \$149.99.

To see the rest of the Savora Cutlery Collection visit www.savorastyle.com.

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ABOUT LIFETIME BRANDS

Lifetime Brands is a leading global provider of kitchenware, tabletop, home décor, and lifestyle products. The Company markets its products under such well-known kitchenware brands as Guy Fieri[®], Farberware[®], KitchenAid[®], CasaModa[®], Cuisinart[®], Cuisine de France[®], Hoffritz[®], Kamenstein[®], Kizmos[™], Misto[®], Pedrini[®], Roshco[®], Sabatier[®], and Vasconia[®]; respected tabletop brands such as Mikasa[®], Pfaltzgraff[®], Creative Tops[®], Gorham[®], International[®] Silver, Kirk Stieff[®], Nautica[®], Sasaki[®], Towle[®] Silversmiths, Tuttle[®], Wallace[®], V&A[®], and Royal Botanic Gardens Kew[®]; and leading home décor and lifestyle brands, including Design for Living[™], Elements[®], and Melannco[®].
