

MEDIA RELEASE

FOR IMMEDIATE RELEASE



Ready To Rent Table Settings

MELBOURNE - Bella Casa Tablescapes has entered the nationwide market with ready to rent table settings. From linen to cutlery, each collection is designed by the owner Michelle.

We are an online store offering beautiful table settings for rent for all occasions. The impeccably styled table settings are perfect for Birthdays, Anniversaries, Mothers Day, Christmas and other special events. It is the signature style and process that allows the brand to differentiate from other event businesses.

Collections from \$30 per guest, the cost for a dinner party of 6 is less than \$200.

It takes a lot of time, money, creativity, and storage space to host even the smallest dinner party. To shop and find all those pieces takes endless hours and travel, searching for glassware, dinner plates, cutlery and other tableware and centrepieces. We felt the need to create the "one stop shop" offering beautifully styled table settings ready to rent.

The brand objective is to inspire people to create beauty in their own home and life, hassle free.

No Shopping, No Travel, No Washing, No Storage

The Process

- The table setting rental collections are available online to choose the desired tablescape. You simply choose from one of the many styles.
- The brand offers beautifully styled table settings with luxurious quality products **ready to rent**, delivered straight to your door 1-2 days before your event.
- Each tablescape comes with full instructions for how to set up your table. Vases are provided along with a recommended list of displayed flowers to assist your local florist to prepare your flowers.
- Set the table and impress your friends. When the dinner's over, pack it back up (**no washing required!**) and then leave boxes at the front door for return delivery, a pre-booked courier will arrive and pick up the next day.

The concept is a no-brainer for entertainers who either lack the funds to purchase all the dinnerware components or just like to set up a beautiful distinct table for each occasion.

In a country where you can order literally anything on-demand—flowers, dresses, meals, chefs, groceries and alcohol—why can't you similarly order your table setting?"



Reusable Bespoke Packaging

With a strong environmental conscience, all packaging is reusable and zero-waste. Design, testing & production has taken over 8 months, each kit holds a setting of 4. All internal bags are designed with fixed padded dividers to hold all plates & glasses.



The custom-made re-useable corflute outer boxes features velcro fastening for ease of use.

NO STICKY TAPE, NO CARTONS





'MONOCHROME'
collection



The '**ROUGE**' tablescapes setting, comprises of bold pinks with gold and rose gold accents.



The can't-go-wrong blue & white colour combination the '**ROYAL**' which pairs wonderfully with colour for every occasion.



White with silver or gold accents. Our '**CLASSIC**' collection is a popular favourite. A selection of 7 different colourful napkins.

About

Recently launched in October 2022 a luxury table setting business, it all started because of my love for party planning, pretty table decorations and entertaining in style, which I have enjoyed over the past 30 years.

During covid, not being able to entertain made me think how much we all miss entertaining, putting together an event with family and friends and setting a beautiful table. With all that thinking time during lockdowns, I decided to combine my passion for entertaining, marketing and graphic design background,

I have created Melbourne's first rental table setting business, the planning began during lockdowns in July 2021, sourcing product, along with styling, testing and production of the bespoke re-useable packaging, we are now ready to set tables!

By moving beyond the everyday plates, glasses, cutlery and dressing up a table and adding decorations, making it special and festive for family and friends, this "act" of creativity is called tablescaping. *If food is drama, then the table is the stage!*

Tablescaping sets the mood and creates the atmosphere for the meal. With the addition of decorative centrepiece touches, tablescaping manages to create the focal point of the table space, an area where long-lasting memories are created.

As a 60's kid I thought let's bring back the "Dinner Party", with ease and convenience.

ENJOY ENTERTAINING!

Contacts

Business Owner: Michelle Everitt
Location: Melbourne based online
Mobile: 0447 624 688

Email: michelle@bellacasatablescapes.com.au
Website: www.bellacasatablescapes.com.au