

PURE

————— *by* —————
PASCALE NAESSENS

for
SERAX

PURE

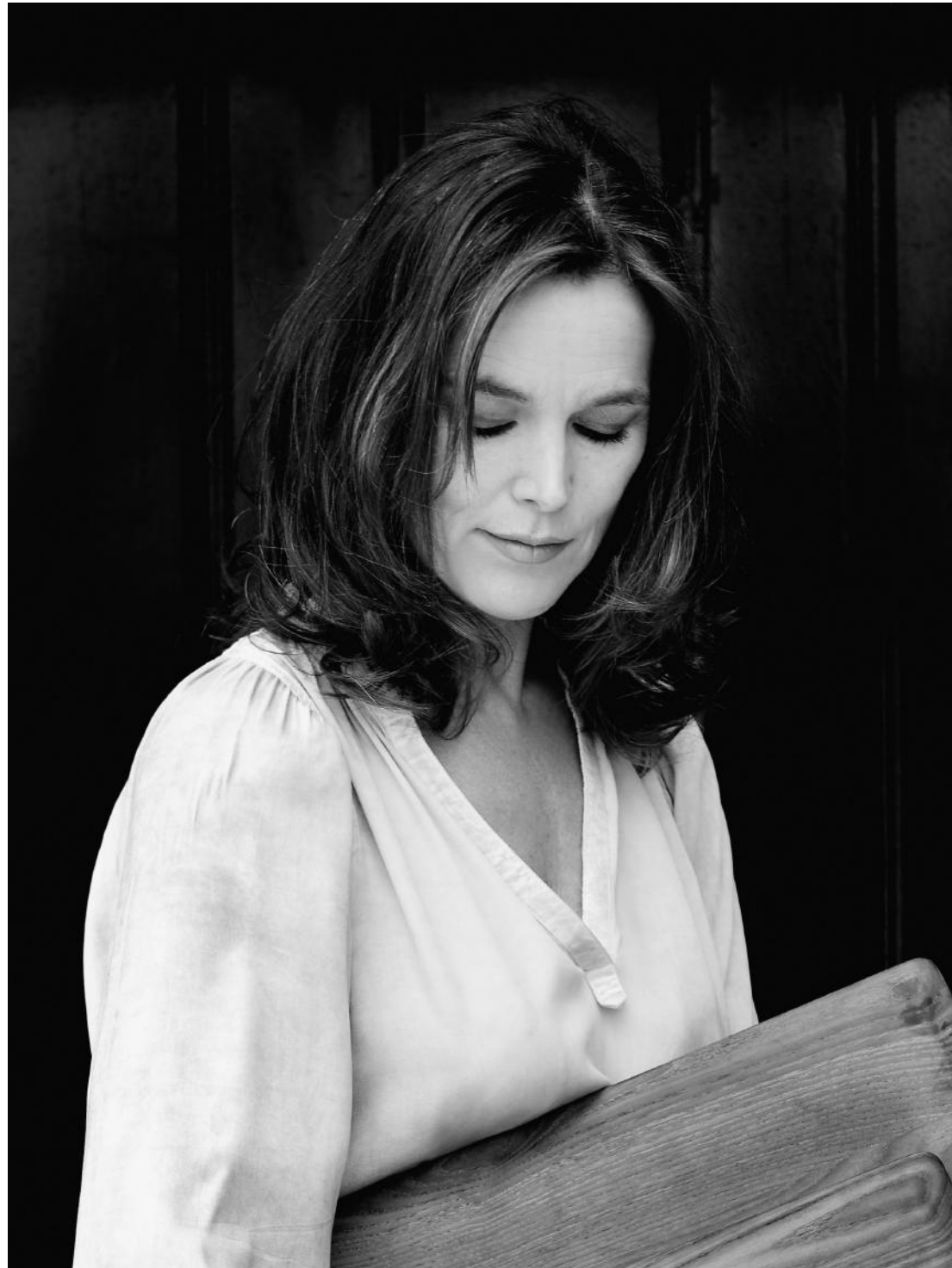
————— *by* —————
PASCALE NAESSENS

for
SERAX



Pure

Tableware	08
Glassware	54
Cutlery & Kitchen Knives	60
Kitchen & Table Accessories	72
Cookware	84



About

PASCALE NAESSENS

After five intensive years as an international fashion model, Pascale Naessens returned to Belgium, where she began a career in Belgian television, and not only translated her passion for health and cooking into diplomas both for health consultancy and as a restaurateur, she also wrote a series of cookery books. Today, Pascale is one of the best-selling culinary authors in Belgium.

Pascale became fascinated with ceramic pottery. She then embarked on her own studies with ceramic for several

years and attended numerous courses on ceramics, glazing and firing techniques. She created ceramic tableware in her own workshop and then took her prototypes to Serax. This collaboration resulted in the 'Pure' ceramic tableware line.

Her fascination for ceramics is a natural complement to her cookbooks, the common theme being Pure. Because seeking to live a worthwhile and pure life is the basis of Pascale Naessens' world.

COLOUR, ORGANIC DESIGN AND VIBRANT GLAZING

PURE

Cooking with exquisite ceramics: pure romance, pure interaction. In 2012 Pascale Naessens introduced 'Pure', her first line of tableware. Her encounter with the Tunisian Sabiha

marked the beginning of her fascination with ceramics. "Pure" embodies authenticity and warmth. It is based on organic lines and is made from natural materials.

Pure - **Tableware**

"How you eat is as important as what you eat." These bowls and dishes are made to make life easier, more pleasant and more beautiful. There's nothing finer than a table set with large and small dishes and pots filled with delicious foods, salads and sauces from which guests can freely pick and choose. It instantly creates a relaxed ambiance where everyone decides what and how much to eat and the hostess is free to enjoy the evening without having to worry about allocating plates. This for Pascale is the epitome of pure pleasure and intimate dining.

Pascale Naessens adds some brand-new tableware to the successful Pure collection. In terms of its shape and execution, this extensive tableware set blends in perfectly with the nostalgic feel of the Pure range, which is inspired by nature. "This blueish-purple hue pairs so nicely with food", Pascale explains. "I always start from the food. I can already imagine the food on the plates before I've made them." While the new tableware seamlessly blends in with the previous Pure collections in terms of its look and feel, the azure colour is definitely an eye-catcher.









“This colour pairs so nicely with food even though blue is not the most obvious colour. I spent a lot of time looking for the perfect hue. This tableware strikes that perfect balance between grey, blue, and purple.”

– **Pascale Naessens**









"All the items in the Pure line can be combined. I love it when everything doesn't look exactly the same, when you mix and match colours and materials. It adds a more personal touch to your table setting."

– Pascale Naessens



photo by Roos Meisdagh



photo by Karl Bruninx

Product overview

Pure – Tableware

Material – Stoneware



Plate Raised Border S Blue

B5120400
L20 x W20 H1,8 cm
L7 7/8 x W7 7/8 H3/4 inch



Plate Raised Border M Blue

B5120401
L23,5 x W23,5 H1,8 cm
L9 1/4 x W9 1/4 H3/4 inch



Plate Raised Border M Dark Blue

B5120401D
L23,5 x W23,5 H1,8 cm
L9 1/4 x W9 1/4 H3/4 inch



Plate Deep Blue

B5120403
L19,5 x W19,5 H4,7 cm
L7 5/8 x W7 5/8 H1 7/8 inch



Bowl S Blue

B5120409
L9 x W9 H4,7 cm
L3 1/2 x W3 1/2 H1 7/8 inch



Bowl S Dark Blue

B5120409D
L9 x W9 H4,7 cm
L3 1/2 x W3 1/2 H1 7/8 inch



Bowl M Blue

B5120410
L16 x W16 H6 cm
L6 1/4 x W6 1/4 H2 3/8 inch



Bowl M Dark Blue

B5120410D
L16 x W16 H6 cm
L6 1/4 x W6 1/4 H2 3/8 inch



Plate Tapas Blue

B5120404
L14,5 x W14,5 H2,5 cm
L5 3/4 x W5 3/4 H1 inch



Plate Tapas Dark Blue

B5120404D
L14,5 x W14,5 H2,5 cm
L5 3/4 x W5 3/4 H1 inch



Serving Plate Oval Blue

B5120414
L38 x W26 H2,5 cm
L15 x W10 1/4 H1 inch



Plate M Blue

B5120416
L23,5 x W23,5 H2,3 cm
L9 1/4 x W9 1/4 H7/8 inch



Bowl L Blue

B5120411
L24 x W24 H8 cm
L9 1/2 x W9 1/2 H3 1/8 inch



Bowl + 2 Plates Blue

B5120413
L24 x W24 H9,5 cm
L9 1/2 x W9 1/2 H3 3/4 inch



Bowl Set 3 Stackable Blue

B5120412
L14 x W14 H15 cm
L5 1/2 x W5 1/2 H5 7/8 inch



Bowl Set 3 Stackable Dark Blue

B5120412D
L14 x W14 H15 cm
L5 1/2 x W5 1/2 H5 7/8 inch



Plate L Blue

B5120417
L27,5 x W27,5 H3 cm
L10 7/8 x W10 7/8 H1 1/8 inch



Cup Blue

B5120415
L12,5 x W11 H6,5 cm
L4 7/8 x W4 3/8 H2 1/2 inch
27 cl / 9 fl.oz.



Bowl Mini XS Blue

B5120405
L5,5 x W5,5 H1,4 cm
L2 1/8 x W2 1/8 H1/2 inch



Bowl Mini S Blue

B5120406
L7,4 x W7,4 H2 cm
L2 7/8 x W2 7/8 H3/4 inch



Cake Stand S Blue

B5121419
L16,5 x W16,5 H7,5 cm
L6 1/2 x W6 1/2 H3 inch



Cake Stand S Dark Blue

B5121419D
L16,5 x W16,5 H7,5 cm
L6 1/2 x W6 1/2 H3 inch



Cake Stand L Blue

B5121420
L23,5 x W23,5 H8 cm
L9 1/4 x W9 1/4 H3 1/8 inch



Cake Stand L Dark Blue

B5121420D
L23,5 x W23,5 H8 cm
L9 1/4 x W9 1/4 H3 1/8 inch



Bowl Mini M Blue

B5120407
L8,5 x W8,5 H2 cm
L3 3/8 x W3 3/8 H3/4 inch



Bowl Mini M Dark Blue

B5120407D
L8,5 x W8,5 H2 cm
L3 3/8 x W3 3/8 H3/4 inch



Bowl Mini L Blue

B5120408
L9,8 x W9,8 H2,3 cm
L3 7/8 x W3 7/8 H7/8 inch



Tea Strainer Dark Blue

B5121421D
L14 x W6 H5 cm
L5 1/2 x W2 3/8 H2 inch



Jug Dark Blue

B5121418D
L12,2 x W12,2 H18 cm
L4 3/4 x W4 3/4 H7 1/8 inch
75 cl / 25 fl.oz.



Jug Blue

B5121418
L12,2 x W12,2 H18 cm
L4 3/4 x W4 3/4 H7 1/8 inch
75 cl / 25 fl.oz.











photo by Kerf Bruninx



Product overview

Pure – Tableware

Material – Stoneware



Plate Oval S
Brown

B1012001
L14,5 x W11,3 H2 cm
L5 3/4 x W4 1/2 H3/4 inch



Plate Oval M
Brown

B1012002
L20,5 x W16,5 H2 cm
L8 1/8 x W6 1/2 H3/4 inch



Plate Oval L
Brown

B1012003
L28 x W24 H2 cm
L11 x W9 1/2 H3/4 inch



Salad Plate
Brown

B1018004
L23,5 x W23,5 H4,5 cm
L9 1/4 x W9 1/4 H1 3/4 inch



Plate Oval S
Dark Grey

B1012012
L14,5 x W11,3 H2 cm
L5 3/4 x W4 1/2 H3/4 inch



Plate Oval M
Dark Grey

B1012013
L20,5 x W16,5 H2 cm
L8 1/8 x W6 1/2 H3/4 inch



Plate Oval L
Dark Grey

B1012014
L28 x W24 H2 cm
L11 x W9 1/2 H3/4 inch



Salad Plate
Dark Grey

B1018006
L23,5 x W23,5 H4,5 cm
L9 1/4 x W9 1/4 H1 3/4 inch



Plate Round S
Brown

B1012004
L20,5 x W20,5 H2 cm
L8 1/8 x W8 1/8 H3/4 inch



Plate Round M
Brown

B1012005
L28 x W28 H2,5 cm
L11 x W11 H1 inch



Plate Round L
Brown

B1012006
L34 x W34 H2,5 cm
L13 3/8 x W13 3/8 H1 inch



Plate Round S
Dark Grey

B1012015
L20,5 x W20,5 H2 cm
L8 1/8 x W8 1/8 H3/4 inch



Plate Round M
Dark Grey

B1012016
L28 x W28 H2,5 cm
L11 x W11 H1 inch



Plate Round L
Dark Grey

B1012017
L33,6 x W33,6 H3,4 cm
L13 1/4 x W13 1/4 H1 3/8 inch



Serving Plate Round
Dark Grey

B1013045
L32,2 x W32,2 H4,5 cm
L12 5/8 x W12 5/8 H1 3/4 inch



Cup
Brown

B1012008
L7,5 x W7,5 H9 cm
L3 x W3 H3 1/2 inch
19,6 cl / 7 fl.oz.



Bowl XS
Brown

B1012010
L7,6 x W7,6 H4,5 cm
L3 x W3 H1 3/4 inch



Bowl S
Brown

B1012007
L10,5 x W10,5 H6,5 cm
L4 1/8 x W4 1/8 H2 1/2 inch



Bowl M
Brown

B1014213
L16 x W16 H6,8 cm
L6 1/4 x W6 1/4 H2 5/8 inch



Cup
Dark Grey

B1012019
L7,8 x W7,8 H9,3 cm
L3 1/8 x W3 1/8 H3 5/8 inch
18,4 cl / 6 fl.oz.



Bowl XS
Dark Grey

B1012021
L7,6 x W7,6 H4,5 cm
L3 x W3 H1 3/4 inch



Bowl S
Dark Grey

B1012018
L10,2 x W10,2 H6,4 cm
L4 x W4 H2 1/2 inch



Bowl M
Dark Grey

B1014215
L16 x W16 H6,8 cm
L6 1/4 x W6 1/4 H2 5/8 inch



Bowl L
Brown

B1013043
L20 x W20 H9 cm
L7 7/8 x W7 7/8 H3 1/2 inch



Bowl XL
Brown

B1013042
L26 x W26 H9 cm
L10 1/4 x W10 1/4 H3 1/2 inch



Bowl Oval
Brown

B1012009
L20,3 x W17,4 H5,5 cm
L8 x W6 7/8 H2 1/8 inch



Bowl L
Dark Grey

B1013040
L20 x W20 H9 cm
L7 7/8 x W7 7/8 H3 1/2 inch



Bowl Oval
Dark Grey

B1012020
L20,3 x W17,4 H5,5 cm
L8 x W6 7/8 H2 1/8 inch

Product overview

Pure – Tableware



Plate Oval S
Green

B1012023
L15 x W12 H2,5 cm
L5 7/8 x W4 3/4 H1 inch



Plate Oval M
Green

B1012024
L20,6 x W17,3 H1,8 cm
L8 1/8 x W6 3/4 H3/4 inch



Plate Oval L
Green

B1012025
L28,4 x W24 H2,5 cm
L11 1/8 x W9 1/2 H1 inch



Salad Plate
Green

B1018005
L23,5 x W23,5 H4,5 cm
L9 1/4 x W9 1/4 H1 3/4 inch



Plate Round S
Green

B1012026
L20,9 x W20,9 H1,9 cm
L8 1/4 x W8 1/4 H3/4 inch



Plate Round M
Green

B1012027
L28 x W28 H2,8 cm
L11 x W11 H1 1/8 inch



Plate Round L
Green

B1012028
L34 x W34 H3,4 cm
L13 3/8 x W13 3/8 H1 3/8 inch



Serving Plate Round
Green

B1013044
L32 x W32 H5 cm
L12 5/8 x W12 5/8 H2 inch



Bowl S
Black

B1013046
L14,6 x W14,6 H7,7 cm
L5 3/4 x W5 3/4 H3 inch



Bowl M
Black

B1013047
L17,5 x W17,5 H8 cm
L6 7/8 x W6 7/8 H3 1/8 inch



Bowl L
Black

B1013048
L20 x W20 H9 cm
L7 7/8 x W7 7/8 H3 1/2 inch



Bowl XL
Black

B1013049
L28,3 x W28,3 H9,7 cm
L11 1/8 x W11 1/8 H3 7/8 inch



Plate XS
Black

B1013058S
L16 x W16 H1,3 cm
L6 1/4 x W6 1/4 H1/2 inch



Plate S
Black

B1013058
L21,7 x W21,7 H1,3 cm
L8 1/2 x W8 1/2 H1/2 inch



Plate M
Black

B1013059
L27,2 x W27,2 H1,6 cm
L10 3/4 x W10 3/4 H5/8 inch



Cup
Green

B1012030
L7,8 x W7,8 H9,3 cm
L3 1/8 x W3 1/8 H3 5/8 inch
17,6 cl / 6 fl.oz.



Tea Cup
Green

B1014224
L13 x W10 H6 cm
L5 1/8 x W3 7/8 H2 3/8 inch
78 cl / 26 fl.oz.



Bowl XS
Green

B1012032
L7,6 x W7,6 H4,5 cm
L3 x W3 H1 3/4 inch



Bowl S
Green

B1012029
L10,2 x W10,2 H6,4 cm
L4 x W4 H2 1/2 inch



Tea Pot S
Black

B6818102
L13 x W13 H7,8 cm
L5 1/8 x W5 1/8 H3 1/8 inch
60 cl / 20 fl.oz.



Tea Pot L
Black

B6817101
L20 x W16 H12 cm
L7 7/8 x W6 1/4 H4 3/4 inch
100 cl / 34 fl.oz.



Bowl M
Green

B1014214
L16 x W16 H6,8 cm
L6 1/4 x W6 1/4 H2 5/8 inch



Bowl XL
Green

B1013041
L26 x W26 H9 cm
L10 1/4 x W10 1/4 H3 1/2 inch



Bowl Oval
Green

B1012031
L20,3 x W17,4 H5,5 cm
L8 x W6 7/8 H2 1/8 inch



Vase Oval
Green

B1012033
L20,5 x W12 H13 cm
L8 1/8 x W4 3/4 H5 1/8 inch



Material – Stoneware

Material – Stoneware, Cast Iron





Bowl Mini
Black / Light Green

B1013051
L13,5 x W13,5 H6,3 cm
L5 3/8 x W5 3/8 H2 1/2 inch



Bowl XS
Black / Green

B1013052
L16,6 x W16,6 H6 cm
L6 1/2 x W6 1/2 H2 3/8 inch



Dish S
Black / Green

B1013053
L20 x W20 H5,1 cm
L7 7/8 x W7 7/8 H2 inch



Dish M
Black / Grey

B1013054
L25 x W25 H4,1 cm
L9 7/8 x W9 7/8 H1 5/8 inch



Dish M
Black / Green

B1013054ZG
L24,5 x W24,5 H4 cm
L9 5/8 x W9 5/8 H1 5/8 inch



Dish L
Black / Green

B1013055
L29,6 x W29,6 H3,3 cm
L11 5/8 x W11 5/8 H1 1/4 inch



Dish L
Black / Green

B1013055ZG
L29 x W29 H3,5 cm
L11 3/8 x W11 3/8 H1 3/8 inch



Serving Plate Oval
Light Green

B1013060
L40,6 x W40,6 H3,2 cm
L16 x W16 H1 1/4 inch



Plate XS
Green

B1013058ZG
L16 x W16 H1,3 cm
L6 1/4 x W6 1/4 H1/2 inch



Plate S
Green

B1015226
L7,5 x W7,5 H1,2 cm
L3 x W3 H1/2 inch



Plate M
Green

B1015225
L16 x W16 H2 cm
L6 1/4 x W6 1/4 H3/4 inch



Plate S
Light Green

B1013056
L21,7 x W21,7 H1,3 cm
L8 1/2 x W8 1/2 H1/2 inch



Plate M
Light Green

B1013057
L27,2 x W27,2 H1,6 cm
L10 3/4 x W10 3/4 H5/8 inch



Long Dish S
Green Mint

B1017231
L35,5 x W12 H2 cm
L14 x W4 3/4 H3/4 inch



Long Dish L
Green Mint

B1017232
L40 x W14 H2 cm
L15 3/4 x W5 1/2 H3/4 inch



Serving Dish
Green

B0318105
L55 x W13 H5 cm
L21 5/8 x W5 1/8 H2 inch



Product overview

Pure – Tableware



**Bowl Mini
Sea Blue**

B1018002B
L9 x W9 H5 cm
L3 1/2 x W3 1/2 H2 inch



**Bowl Mini
Sea Green**

B1018002
L9 x W9 H5 cm
L3 1/2 x W3 1/2 H2 inch



**Bowl XS
Sea Blue**

B1018001B
L11 x W11 H5,9 cm
L4 3/8 x W4 3/8 H2 3/8 inch



**Bowl XS
Sea Green**

B1018001
L11 x W11 H5,9 cm
L4 3/8 x W4 3/8 H2 3/8 inch



**Bowl XS
Sea Green**

B1016229
L11,6 x W11,6 H5,5 cm
L4 5/8 x W4 5/8 H2 1/8 inch



**Bowl S
Sea Green**

B1014223
L14,5 x W14,5 H7,3 cm
L5 3/4 x W5 3/4 H2 7/8 inch



**Bowl M
Sea Green**

B1014222
L14,5 x W14,5 H7,3 cm
L5 3/4 x W5 3/4 H2 7/8 inch



**Bowl L
Sea Green**

B1014221
L16 x W16 H8,4 cm
L6 1/4 x W6 1/4 H3 1/4 inch



**Salad bowl S
Sea Blue**

B1018003B
L20 x W20 H5 cm
L7 7/8 x W7 7/8 H2 inch



**Salad bowl S
Sea Green**

B1018003
L20 x W20 H5 cm
L7 7/8 x W7 7/8 H2 inch



**Salad bowl M
Sea Green**

B1014216
L28,5 x W28,5 H10,5 cm
L11 1/4 x W11 1/4 H4 1/8 inch



**Salad bowl M
Sea Green**

B1014217
L32 x W32 H10,5 cm
L12 5/8 x W12 5/8 H4 1/8 inch



**Plate M
Sea Green**

B1015227
L20,5 x W20,5 H1,9 cm
L8 1/8 x W8 1/8 H3/4 inch



**Plate L
Sea Green**

B1015228
L28 x W28 H2,8 cm
L11 x W11 H1 1/8 inch



**Tabouleh Dish
Sea Green**

B1014218
L31 x W31 H6,7 cm
L12 1/4 x W12 1/4 H2 5/8 inch

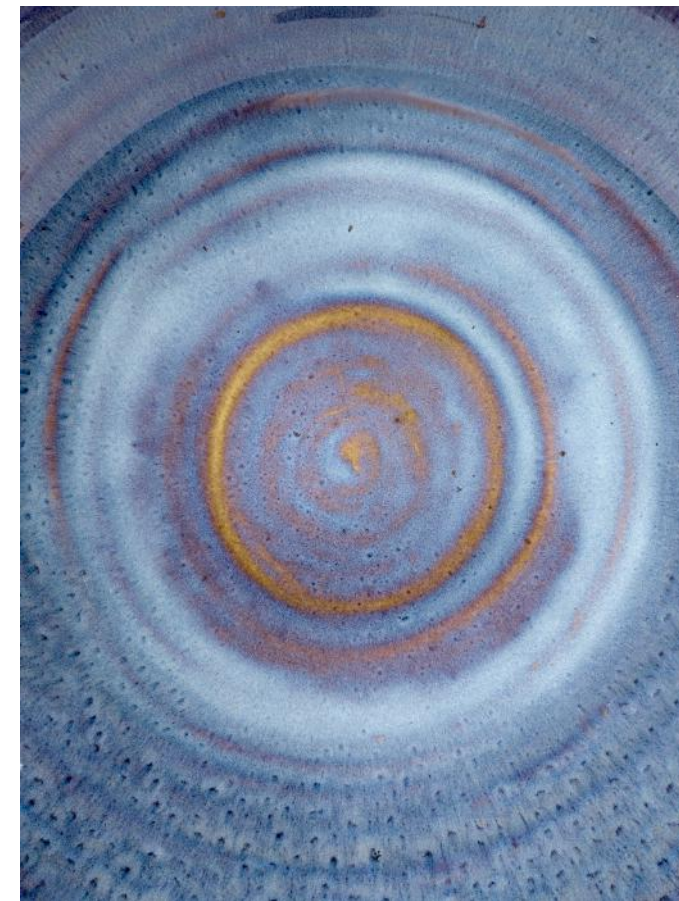


**Plate For 3 Bowls
Wood**

B7216946
L38,5 x W13,5 H4,2 cm
L15 1/8 x W5 3/8 H1 5/8 inch

Material – Stoneware, Wood





Serving Dish
Dark Blue

B0319001
L32 x W32 H6 cm
L12 5/8 x W12 5/8 H2 3/8 inch



Serving Dish
Off White

B0319002
L34 x W34 H5 cm
L13 3/8 x W13 3/8 H2 inch



Serving Dish
Ocean Blue

B0319003
L32 x W32 H7,5 cm
L12 5/8 x W12 5/8 H3 inch



Serving Dish
Sand

B0319005
L36 x W36 H6,5 cm
L14 1/8 x W14 1/8 H2 1/2 inch



Salad Bowl
Light Blue

B0319004
L25 x W25 H12 cm
L9 7/8 x W9 7/8 H4 3/4 inch

Pure - **Glassware**

Creating a friendly atmosphere, an environment in which everyone feels at home and carefree... After the success of her tableware line, Pascale Naessens succeeds once again in translating her view of enjoyment, this time into a new collection of glassware. The glasses, ranging from wine and champagne glasses to water glasses with matching

carafe, originate from her love for Egyptian glassware with those typical bubbles. By injecting the classic forms with a contemporary twist, a special fusion of past and present emerges. A blend of robust shapes with a sophisticated look that results in wonderful plays of light at a summer table, for example. Inviting, hospitable and pure.



Product overview

Pure – Glassware



Water Glass

B0817818
L8 x W8 H9 cm
L3 1/8 x W3 1/8 H3 1/2 inch
20 cl / 7 fl.oz.



Red Wine Glass

B0817819
L8,5 x W8,5 H15,5 cm
L3 3/8 x W3 3/8 H6 1/8 inch
20 cl / 7 fl.oz.



White Wine Glass

B0817820
L7,5 x W7,5 H14 cm
L3 x W3 H5 1/2 inch
15 cl / 5 fl.oz.



Champagne Glass

B0817821
L5,9 x W5,9 H19,5 cm
L2 3/8 x W2 3/8 H7 5/8 inch
15 cl / 5 fl.oz.



Carafe

B0817822
L13 x W13 H20 cm
L5 1/8 x W5 1/8 H7 7/8 inch
120 cl / 41 fl.oz.



Pure - **Cutlery & Kitchen Knives**

Cutlery - Creating a friendly atmosphere, an environment in which everyone feels at home and carefree... After the success of her tableware line, Pascale Naessens succeeds once again in translating her view of enjoyment, this time into a collection of cutlery. Even though the cutlery is inspired by the artisan cutlery that Pascale encountered on her journey through Thailand, her main reason for creating it was because she couldn't find any that looked both casual and sophisticated at the same time. The high-quality finish and dark coating make for a vibrant look. They also give the cutlery its unique style; after all, it is always in harmony with the rest, whether you use it on a classically or modern dressed table.

Kitchen Knives - Pascale Naessens developed a series of practical kitchen knives, inspired by her own 'perfect knife', the Asian Nakiri knife. "You definitely don't need to be an amateur chef to use them", she assures us. The sleek ABS knives are available in two versions: the smaller vegetable knife for daily use has a large blade that does not taper into a point, but resembles a cleaver, making it the perfect knife to cut and chop vegetables and spices. The larger version is more suited to cutting up a pumpkin but can also be used to slice meat or fish. The rugged and somewhat nostalgic olive wood version is only available in the larger size.







photo by Kati Bunnix



Product overview

Pure – Cutlery & Knives



Table Knife
Black

B1317001



Table Fork
Black
18/10

B1317002



Spoon
Black
18/10

B1317003



Tea Spoon
Black
18/10

B1317004



Table Knife
Mirror

B1318001M



Table Fork
Mirror
18/10

B1318002M



Spoon
Mirror
18/10

B1318003M



Tea Spoon
Mirror
18/10

B1318004M



Dessert Knife
Black

B1317006



Dessert Fork
Black
18/10

B1317007



Dessert Spoon
Black
18/10

B1317008



Espresso Spoon
Black
18/10

B1317005



Dessert Knife
Mirror

B1318006M



Dessert Fork
Mirror
18/10

B1318007M



Dessert Spoon
Mirror
18/10

B1318008M



Espresso Spoon
Mirror
18/10

B1317005M



Table Knife
Copper

B1318001C



Table Fork
Copper
18/10

B1318002C



Spoon
Copper
18/10

B1318003C



Tea Spoon
Copper
18/10

B1318004C



Giftbox
Black
24 PCS

B1318008GB



Giftbox
Copper
24 PCS

B1318008CGB



Giftbox
Mirror
24 PCS

B1318008MGB



Dessert Knife
Copper

B1318006C



Dessert Fork
Copper
18/10

B1318007C



Dessert Spoon
Copper
18/10

B1318008C



Espresso Spoon
Copper
18/10

B1317005C



Kitchen Utensil Rack
Natural
L29,8 x W20,4 H5,1 cm
L11 3/4 x W8 H2 inch

B7217133



Kitchen Utensil Rack
Black
L24,5 x W9 H4 cm
L9 5/8 x W3 1/2 H1 5/8 inch

B7218157

Material – Black: Stainless Steel - PVD Coated - Stonewashed
Copper: Stainless Steel - PVD Coated - Stonewashed

Material – Mirror: Stainless Steel - Stonewashed, Rubberwood, Metal



Nakiri Knife L
Abs

B7920001
L31 x W5,1 H2,4 cm
L12 1/4 x W2 H1 inch



Nakiri Knife S
Abs

B7920002
L27 x W5,2 H2,3 cm
L10 5/8 x W2 H7/8 inch



Nakiri Knife L
Wood

B7920003
L32,4 x W5,1 H2,4 cm
L12 3/4 x W2 H1 inch

Pure - **Kitchen & Table Accessories**

Cutting boards and wooden spoons are indispensable in the kitchen. But even here Pascale found it difficult to work comfortably with the standard versions of these kitchen aids. For the 'Pure' carbonised ash wood kitchen accessories with a natural oil coating, she chose pure, simple shapes, and a colour that extends throughout the entire collection, a design in which the wood speaks for itself. Functional cutting boards with rounded edges for easier handling and a gutter that collects excess liquid. Wooden spoons and spatulas that, thanks to their innovative design and aesthetics, extend their usability from the kitchen to the table to serve the food waiting

in the stylish pots and pans. And, last but not least, a series of undeniably striking wooden trays that are not only convenient to use, but also become beautiful eye-catchers on the table.

The burnt ash bowls are a nice addition to the wooden spoons that were already a feature of the Pure collection. Pascale especially loves how tactile this wood is. "It feels as if you're holding nature in your hands." Perfect for serving fruit, nuts, or a salad. She has also added a series of coasters for glasses, which add character to a table setting.





Product overview

Pure – Kitchen & Table Accessories



Bowl XS
Brown

B0220001
L10,5 x W10,5 H2 cm
L4 1/8 x W4 1/8 H3/4 inch



Bowl S
Brown

B0220004
L16 x W16 H6 cm
L6 1/4 x W6 1/4 H2 3/8 inch



Bowl M
Brown

B0220002
L26 x W26 H6 cm
L10 1/4 x W10 1/4 H2 3/8 inch



Bowl L
Brown

B0220003
L32 x W32 H6 cm
L12 5/8 x W12 5/8 H2 3/8 inch



Pan S
Dark Brown

B0218100
L42,7 x W29 H2,5 cm
L16 3/4 x W11 3/8 H1 inch



Pan L
Dark Brown

B0218101
L48,6 x W35 H2,5 cm
L19 1/8 x W13 3/4 H1 inch



Tray Round
Dark Brown

B0218102
L29 x W29 H2,5 cm
L11 3/8 x W11 3/8 H1 inch



Tray Rectangular
Dark Brown

B0218103
L36 x W24 H2,5 cm
L14 1/8 x W9 1/2 H1 inch



Cutting Board Rectangular S
Dark Brown

B0218104
L28,5 x W14 H2 cm
L11 1/4 x W5 1/2 H3/4 inch



Cutting Board Rectangular M
Dark Brown

B0218105
L48 x W24 H2 cm
L18 7/8 x W9 1/2 H3/4 inch



Cutting Board Rectangular L
Dark Brown

B0218106
L58 x W35 H2 cm
L22 7/8 x W13 3/4 H3/4 inch



Kitchen Tools
Set/5
Dark Brown

B0218107
L31 x W12,8 H2,8 cm
L12 1/4 x W5 H1 1/8 inch

Material – Carbonised Ash





Product overview

Pure – Kitchen & Table Accessories



Storage Pot S

B0818127
L12 x W12 H10 cm
L4 3/4 x W4 3/4 H3 7/8 inch
30 cl / 10 fl.oz.



Storage Pot M

B0818126
L12 x W12 H16 cm
L4 3/4 x W4 3/4 H6 1/4 inch
90 cl / 30 fl.oz.



Storage Pot L

B0818125
L12 x W12 H22 cm
L4 3/4 x W4 3/4 H8 5/8 inch
150 cl / 51 fl.oz.

Material – Glass





Pepper Black
Black

B1014203
L14 x W8,5 H16 cm
L5 1/2 x W3 3/8 H6 1/4 inch
60 g / 2 1/9 oz.



Olive Oil
Gold

B1014201
L7 x W5 H16 cm
L2 3/4 x W2 H6 1/4 inch
50 cl / 17 fl.oz.

Pure - **Cookware**

The Pure cooking pots and pans are not only designed to prepare delicious food, they also create a convivial atmosphere when set on the table. Functionality and aesthetics merge as one in a single object. Their distinctive design, inspired by antique Chinese cooking pots with their beautiful round handles, and the three different colours, Serene White, Stone Grey and ebony Black, enhance the cooking objects with a distinct beauty and serenity, which does not go unnoticed by the guests, when they find their way straight from the stove to the table for a 'shared' dinner with friends and family.

Pascale Naessens: "What is important to me, and to many others, is volume. I work with lots of vegetables and that is why I wanted a pot that was large enough to cook them comfortably. That, in addition to ease of use and aesthetics,

was one of the important starting points when I began designing."

According to Pascale, the pots and pans of the Pure collection offer an unrivalled ease of cooking. She translated everything she missed in the current cooking materials into a lightweight aluminum body with a three-layered Greeble coating on the inside to prevent the food from sticking, and which is suitable for healthy cooking. The uniquely coloured silicone exterior is resistant to very high temperatures, the underside is suitable for all heat sources, including induction, and thanks to the solid cast stainless steel handles, they sit wonderfully in the hand. Pure by Pascale Naessens for Serax - where beauty, quality and ease of use meet and create a laid-back, pleasant atmosphere.









"Cooking and working with beautiful and handy cookware in the kitchen makes you happy."

– Pascale Naessens







Product overview

Pure – Cookware



Sauce Pan
Serene White

B2718100W
D14 H12 cm
D5 1/2 H4 3/4 inch
140 cl / 47 fl.oz.



Frying Pan S
Serene White

B2718101W
D20 H11 cm
D7 7/8 H4 3/8 inch
210 cl / 47 fl.oz.



Frying Pan M
Serene White

B2718102W
D24 H11 cm
D9 1/2 H4 3/8 inch
310 cl / 105 fl.oz.



Frying Pan L
Serene White

B2718103W
D28 H11 cm
D11 H4 3/8 inch
410 cl / 139 fl.oz.



Casserole High S
Serene White

B2718104W
D18 H18 cm
D7 1/8 H7 1/8 inch
400 cl / 135 fl.oz.



Casserole High L
Serene White

B2718105W
D22 H20,5 cm
D8 5/8 H8 1/8 inch
750 cl / 254 fl.oz.



Casserole Low S
Serene White

B2718106W
D24 H15 cm
D9 1/2 H5 7/8 inch
500 cl / 169 fl.oz.



Casserole Low L
Serene White

B2718107W
D28 H13 cm
D11 H5 1/8 inch
410 cl / 139 fl.oz.



Casserole L (Excl. Lid)
Serene White

B2718110W
D28 H7,5 cm
D11 H3 inch
410 cl / 139 fl.oz.



Roaster S
Serene White

B2718108W
L38,5 x W20 H12 cm
L15 1/8 x W7 7/8 H4 3/4 inch



Roaster L
Serene White

B2718109W
L42,5 x W23 H12 cm
L16 3/4 x W9 H4 3/4 inch

Material – Aluminium + Stainless Steel

Product overview

Pure – Cookware

Material – Aluminium + Stainless Steel



Sauce Pan
Stone Grey

B2718100G
D14 H12 cm
D5 1/2 H4 3/4 inch
140 cl / 47 fl.oz.



Frying Pan S
Stone Grey

B2718101G
D20 H11 cm
D7 7/8 H4 3/8 inch
210 cl / 47 fl.oz.



Frying Pan M
Stone Grey

B2718102G
D24 H11 cm
D9 1/2 H4 3/8 inch
310 cl / 105 fl.oz.



Frying Pan L
Stone Grey

B2718103G
D28 H11 cm
D11 H4 3/8 inch
410 cl / 139 fl.oz.



Sauce Pan
Ebony Black

B2718100B
D14 H12 cm
D5 1/2 H4 3/4 inch
140 cl / 47 fl.oz.



Frying Pan S
Ebony Black

B2718101B
D20 H11 cm
D7 7/8 H4 3/8 inch
210 cl / 47 fl.oz.



Frying Pan M
Ebony Black

B2718102B
D24 H11 cm
D9 1/2 H4 3/8 inch
310 cl / 105 fl.oz.



Frying Pan L
Ebony Black

B2718103B
D28 H11 cm
D11 H4 3/8 inch
410 cl / 139 fl.oz.



Casserole High S
Stone Grey

B2718104G
D18 H18 cm
D7 1/8 H7 1/8 inch
400 cl / 135 fl.oz.



Casserole High L
Stone Grey

B2718105G
D22 H20,5 cm
D8 5/8 H8 1/8 inch
750 cl / 254 fl.oz.



Casserole Low S
Stone Grey

B2718106G
D24 H15 cm
D9 1/2 H5 7/8 inch
500 cl / 169 fl.oz.



Casserole Low L
Stone Grey

B2718107G
D28 H13 cm
D11 H5 1/8 inch
410 cl / 139 fl.oz.



Casserole High S
Ebony Black

B2718104B
D18 H18 cm
D7 1/8 H7 1/8 inch
400 cl / 135 fl.oz.



Casserole High L
Ebony Black

B2718105B
D22 H20,5 cm
D8 5/8 H8 1/8 inch
750 cl / 254 fl.oz.



Casserole Low S
Ebony Black

B2718106B
D24 H15 cm
D9 1/2 H5 7/8 inch
500 cl / 169 fl.oz.



Casserole Low L
Ebony Black

B2718107B
D28 H13 cm
D11 H5 1/8 inch
410 cl / 139 fl.oz.



Casserole L (Excl. Lid)
Stone Grey

B2718110G
D28 H7,5 cm
D11 H3 inch
410 cl / 139 fl.oz.



Roaster S
Stone Grey

B2718108G
L38,5 x W20 H12 cm
L15 1/8 x W7 7/8 H4 3/4 inch



Roaster L
Stone Grey

B2718109G
L42,5 x W23 H12 cm
L16 3/4 x W9 H4 3/4 inch



Casserole L (Excl. Lid)
Ebony Black

B2718110B
D28 H7,5 cm
D11 H3 inch
410 cl / 139 fl.oz.



Roaster S
Ebony Black

B2718108B
L38,5 x W20 H12 cm
L15 1/8 x W7 7/8 H4 3/4 inch



Roaster L
Ebony Black

B2718109B
L42,5 x W23 H12 cm
L16 3/4 x W9 H4 3/4 inch









Product overview

Pure – Cookware



Ovendish Oval S
Black

B1014105
L24,5 x W16 H4,5 cm
L9 5/8 x W6 1/4 H1 3/4 inch



Ovendish Oval M
Black

B1014106
L30 x W21 H5 cm
L11 3/4 x W8 1/4 H2 inch



Ovendish Oval L
Black

B1014107
L37 x W26 H6,5 cm
L14 5/8 x W10 1/4 H2 1/2 inch



Ovendish Round XS
Black

B1014100
L13 x W13 H4 cm
L5 1/8 x W5 1/8 H1 5/8 inch



Ovendish Round S
Black

B1014101
L16 x W16 H4 cm
L6 1/4 x W6 1/4 H1 5/8 inch



Ovendish Round M
Black

B1014102
L20 x W20 H5 cm
L7 7/8 x W7 7/8 H2 inch



Ovendish Round L
Black

B1014103
L25 x W25 H6 cm
L9 7/8 x W9 7/8 H2 3/8 inch



Ovendish Round XL
Black

B1014104
L31 x W31 H7 cm
L12 1/4 x W12 1/4 H2 3/4 inch



Tagine
Black

B1013050
L20 x W20 H10,1 cm
L7 7/8 x W7 7/8 H4 inch

CONTACT

RETAIL

General Retail Department
retail@serax.com

Alexander Deboutte
Export Manager
T +32 3 450 91 18
alexander@serax.com

Sofie Van Haelst
*International Inside Sales
Benelux*
T +32 3 450 91 16
sofie.vh@serax.com

Sophie Mallentjer
*International Inside Sales
France*
M +32 475 52 64 44
sophie.m@serax.com

Woods as
Norway
T +47 905 59 230
woodsagentur@gmail.com

CF Lifestyle Agency
Sweden
T +46 709 93 22 62
hello@carlafranchetti.com

Forma Ninati Oy
Finland & Baltics
T +358 400 318288
nina.tommila@formaninati.com

Disruptive Design Lab
Italy
T + 39 392 3736220
info@ddlab.it

Soucheiron & Partners
Spain
T +34 931 188 795
T +34 672 110 669
comercial@soucheiron.es

NR&A Ltd * UK - Nick Robinson
United Kingdom & Ireland
T +4407887550955
nick@nranda.com

Gawlik Business Consulting
Poland
T +48 668 304 971
ewelina@gawlikdesign.eu

Charlotte Volcke
*Pinch Marketing
United States*
M +1 914 514 5563
charlotte.v@serax.com

CONTRACT MARKET

**General Contract Market
Department**
project@serax.com

Greet Dickel
Account Manager
M +32 474 20 21 57
greet@serax.com

Stéphane Sedki
*Responsable Commercial
Projet/Architectes France*
M +33 6 123 23 285
stephane@serax.com

HOSPITALITY

**General Hospitality
Department**
hospitality@serax.com

Sophie Baldewyns
*International Sales Hospitality
Benelux, Germany
& Rest Of The World*
T +32 3 600 21 41
sophie.b@serax.com

Valérie Piva
*International Sales Hospitality
Latin America, Southern &
Eastern Europe*
T +32 3 600 21 49
valerie@serax.com

Aurélié Hurllet
Press Manager
T +32 3 458 05 82
aurelie@serax.com

Siska Vandecasteele
Photography
www.sispict.be

Serax
Concept & Design

Marc Wouters
Photography
www.marcwouters.be

