

GO BOLD, GO BLACK

KOHLER launches a Black ensemble to make a bold new statement in bathrooms

New Delhi, March 23, 2015: KOHLER, a global leader in kitchen and bath design, has taken bathroom elegance a notch higher with its new Black ensemble. Bathed in beautiful hues of black, the range features a series of products that stand out for their exceptional design, peerless performance and ease of use.

While the colour black has become synonymous with grace, style and sophistication over time, the bath space has always been kept away from this defining colour of luxury. Not anymore. The Black ensemble by Kohler comprises of three stunning products, boasting a sleek, seamless look. In 2015, we go a step further with black becoming the sought-after shade in the bathroom. Black brings an air of sophistication to the bathroom and gives it a sleek, bold aura. The color also cuts across different styles ranging from homestead and industrial to contemporary and minimal. And for those who prefer a more timeless look, there is always the option of a classy black and white bathroom.



The Veil Wall-Hung: A compact, elongated toilet for extra comfort while taking up the same space as a normal round bowl. The seat cover is slightly recessed behind the tip of the bowl to complement the overall design element. **MRP: INR 31,000**

Round Lavatory: This vessel-type sink features a spherical basin and boasts a simple silhouette to highlight its minimalist design. **MRP: INR 15,000**

Forefront Lavatory: The sleek and contemporary design of this rectangle vessel-style sink features a wide and shallow basin and rounded edges. The counter-top installation ensures this sink is a stand-out in your bathroom. **MRP: INR 16,100.**

The perfect complement for the Black ensemble is The 'Vibrant®' range which is a result of the state-of-the-art Physical Vapour Deposition (PVD) process that provides a stunning and contemporary look to the bathroom. With three glamorous finishes - Modern Polished Gold, Modern Brushed Gold and French

Gold, Vibrant® marries the bold designs of the Black ensemble and adds to it exquisite finishes that are striking and longer lasting than conventional chrome plated or powder coated finishes.

For further information, contact:

Tanvi Ajmani

Genesis Burson-Marsteller

9999886574

tanvi.ajmani@bm.com

Shreya Malik

Marketing Communications, Kohler India

9910511554

shreya.malik@kohler.com