

## KOHLER ELEVATES RETAIL EXPERIENCE WITH LAUNCH OF INDIA'S FIRST EVER KOHLER EXPERIENCE CENTER IN NEW DELHI

*Created to serve architects and designers working on projects in India and abroad and to offer consumers on-site product immersion, Kohler's 10,000 square-foot experiential retail concept in the heart of New Delhi will make it easier than ever to make the bathroom the centerpiece of the home. It also features a unique collaboration with seven of India's top architects.*

**KOHLER**, New Delhi. – July 2017 – In keeping with its commitment to provide an unparalleled level of service to architects, designers and consumers alike, Kohler Co., a global leader in the design and manufacture of kitchen and bath products, announces the launch of a new retail concept—the **KOHLER Experience Center (KEC)**—offering a global immersion in the full offering of KOHLER products.

The first ever KEC in India opened in Lajpat Nagar 4, New Delhi on June 30th, 2017. The Center houses fully-functioning displays of Kohler's global product line, from showers and bathtubs to sinks and toilets—a first for both the industry and for the KOHLER brand in India. This will enable architects, design professionals and consumers to test and specify KOHLER products all under one roof.

“Our Kohler Experience Centers signify a paradigm shift in our retail experience globally. With the launch of the Kohler Experience Center in New Delhi we are elevating our retail experience allowing end consumers, architects and designers to have an interactive and immersive experience with Kohler's global range of products,” said **David Kohler, President and Chief Executive Officer of Kohler Co.**

One of the highlights of the KEC New Delhi is the zone featuring the seven exclusive designer suites. These were conceptualized to showcase the possibilities in luxury bathroom space - created by some of India's top architecture and design talent, each exclusive suite features Kohler's finest products woven into a distinctive theme. Japanese minimalism and warm woody tones add a cozy touch to the CCBA Zen Style Bathroom by Christopher Benninger and Ramprasad Akkiseti of **CCBA**. Sarbjit Singh of **Fabinteriors** has made use of a sleek, neutral palette brightened with a splash of azure

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to create the ultramodern “AZURE” – Splendors of the Seaside Horizon. Sole Soul Flight by Husna Rahaman of **Fulcrum** pays reverence to the exploration of one’s inner self with a stark, simplistic palette. Deco Nouveau Classic Timeless by Vikram Phadke of **Interspace Architects** marries old world elegance with new age technology in the classic shades of black and white. Memory, by Sandeep Khosla and Amaresh Anand of **Khosla & Associates** explores notions of craft and nostalgia through contrasting textures and finishes and a muted palette. **Sanjay Puri** created Ishatvam with rich, earthy colours and bronze highlights that render the bathing space with grandeur. Krupa Zubin and Zubin Zainuddin of **ZZ Architects** created Sublime Luxury, a suite designed to revitalize the senses in an ambience of warm, understated luxury.

“This is a space we have created as a social hub for our architects and designers, a space which inspires our customers.” said **Mr. Salil Sadanandan, President – K&B Kohler Brand South Asia & EMEA**. “The Kohler Experience Center features a unique inspiration zone that has been co-created in collaboration with some of the most creative minds in the industry. Each of these suites or spaces represents their creative idea of what a bathroom can look like.”

Designed by Studio Lotus, each touch point of the 10,000 square-foot space is designed to immerse, connect and inspire while helping architects and designers specify the best products for their projects. There are dedicated spaces for Kohler’s exclusive Artist Editions range of products. In addition, KALLISTA, a Kohler Co. brand of plumbing products will have a dedicated space designed by Studio Lotus. There is also a team of on-site experts stationed to assist with specifications and design.

By the end of the year, Kohler Experience Centers will be rolled out across major cities of the world, including New York, London, Los Angeles, Singapore, Shanghai, Hong Kong, Bangkok and Taipei.

#### **About Kohler Co.**

Founded in 1873 and headquartered in Kohler, Wisconsin, Kohler Co. is one of America’s oldest and largest privately held companies comprised of more than 30,000 associates. With more than 50 manufacturing locations worldwide, Kohler is a global leader in the manufacture of kitchen and bath products; engines and power systems; premier furniture, cabinetry and tile; and owner/operator of two of the world’s finest five-star hospitality and golf resort destinations in Kohler, and St Andrews, Scotland.