

## A VIBRANT® FASHION SHOWCASE FROM KOHLER IN COLLABORATION WITH DESIGNER ROCKY STAR

*The finish is just the beginning*

**New Delhi, 3<sup>rd</sup> November 2017:** In line with introducing innovation to the kitchen and bath products for a global design-conscious audience, KOHLER® India recently announced the addition of its new Vibrant® range of finishes. As part of the Kohler Delhi Times Lifestyle Week, Kohler partnered with renowned fashion designer Rocky Star to inspire a fashion line inspired by the alluring Vibrant® faucet finishes. The fashion week was hosted on the 2<sup>nd</sup> & 3<sup>rd</sup> of November at Hyatt Andaz, Aerocity Gurgaon with a pre-launch party that showcased the new collection on 1<sup>st</sup> November 2017 at the Kohler Experience Center in Lajpat Nagar, Delhi. The event at the KEC DEL was also graced by renowned architects from across the country.

The two-day fashion show featured the works of celebrated fashion designers including Rocky Star, Siddhartha Tytlar and Falguni & Shane Peacock. Kohler officially unveiled the new range of Vibrant Finishes on the 2<sup>nd</sup> of November 2017 at the Rocky Star show at the Delhi Times lifestyle weekend.

The new Vibrant® range of finishes seeks to infuse character to Kohler's exquisitely designed faucet collection. Whether it is the subtle warmth of the French Gold, the soft and classic air of the Brushed Nickel, the subtle tones of the Brushed Bronze or the charming romantic allure of the Rose Gold, each finish adds a unique charm to not just the faucet but the bath space as a whole. Conveying a sense of appeal, enduring surfaces and everlasting shine, Vibrant® is the new standard for excellence.

*"Kohler continues to be the trendsetter in the luxury bathroom space. The Vibrant® collection, which offers exquisite finishes in our high-quality faucet and showering ranges, is the answer for the discerning Indian consumer seeking a unique and sophisticated style in their bathrooms. We are very excited about our association with Rocky Star for his showcase for the Delhi Times Lifestyle Weekend."* said Salil Sadanandan President K&B Kohler Brand South Asia, Middle East & Sub Saharan Africa at the prelaunch event at the KEC DEL.

A major highlight of the event was the fashion collection by Rocky S inspired by the new range of Kohler's finishes on the runway. Commenting on his collaboration with Kohler to curate the collection showcased at the Kohler DTLW Rocky Star, said *"I am honored and happy to be showcasing my collection at the Kohler DTLW. I love how accepting Delhi is towards fashion and it's always a pleasure to showcase for them. Kohler is known for its bold designs and aesthetics which are quite similar to those of my brand making this a perfect association. The collection is bold in terms of design and works well with the bold look that Kohler is known for; the Gold, Rose Golds and bronze colors used in Kohler's new collection serve as inspiration for the embroideries and shoes, seamlessly tying everything together. This collection is something that will encourage you to look beyond the obvious and discover the true meaning of beauty."*

Another highlight of the pre-launch party at the Kohler Experience Center was an Installation by the artist & designer Alex Davis the founder of the Indi Store who displayed "The Opuntia" from his collection "My Lazy Garden" which is Nature reinterpreted in the mercurial glow of highly polished metals.

**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.*