

Kohler Launches Couture Collection in Nepal

A range of 3 fabulous faucets to accentuate the art of sensibility and minimalist design ethos

Kathmandu, 29 September, 2016: KOHLER®, a leading name in the global kitchen and bathroom category, launched its KOHLER® Couture Collection of three fabulous faucets, each with a unique design grammar that takes inspiration from human experiences. The collection was launched at the Architect Gathering in Kohler Bold Art Evening event, Kathmandu. High fashion is the inspiration behind the Couture Collection, an ensemble of new faucet ranges that will anoint the bathroom with a touch of panache. The Couture Collection takes bathroom elegance a notch higher, giving you ultimate luxury in your home.

Commenting on the launch of Couture Collection in Nepal, **Mr. Salil Sadanandan, President – Kitchen & Bath South Asia & KOHLER Brand EMEA** said, *“Nepal is an important market for us and it is our endeavor to design and bring luxurious contemporary products to our consumers in Nepal. The Couture Collection is minimalist, sophisticated and has an inspiring balance of sharp lines & fluidity, perfect for the fashion conscious consumers.”*

Avid: The Sensuous Side of Simple



Evolving from a minimalist design ethos, the Avid™ faucet collection marries the art of simplicity with dynamic sensibility. Slender arcs, smooth planes and arresting angles bring emotional connection and sensitivity to minimalism without slipping into embellishment or cliché. Each element is an essential part of the whole. Avid brings clarity and comfort to modern interiors. Its purposeful design has an inviting and somewhat feminine form that pairs painstaking simplicity with sensory comfort. A faucet, accessory, showering and bathing collection, Avid delivers design flexibility and complements contemporary living spaces.

Composed: A harmonious balance of material and form

The Composed™ faucet collection by Kohler is designed for connoisseurs of modern art and architecture. Stripped of non-essential flourishes, Composed embodies simplicity. Clean, classic and quietly confident, it exemplifies refinement among KOHLER® products. Timeless and deliberate, the composed faucet is a nod to historic modernism and the design philosophy of Rowena Reed Kostellow, a professor at Brooklyn's famed Pratt Institute between 1939 and 1968. Kostellow showed her students how to transform basic shapes into visual poems that elicited an emotional response. The Composed faucet embodies Kostellow's theories in its spare and beautifully understated design.



Beitou: The nature of tranquility

The Beitou™ faucet collection from Kohler strikes a balance between architectural forms and the stunning displays of nature. The result is a peaceful interplay of invention and appeal that speaks to quiet moments of sanctuary. The calming movement of water lies at the heart of the Beitou™ faucet. The effortless flow of the design mimics the natural cascade of the water over the length of the spout and into the sink. Seen in this light, the faucet becomes a stage for water delivery whose shape and sound resembles a serene river.



About Kohler

Founded in 1873 and headquartered in Kohler, Wisconsin, in the United States, Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and international host to award-winning hospitality and world-class golf destinations. Kohler Co. employs more than 31,000 associates on six continents, operates plants in 49 worldwide locations, and has dozens of sales offices around the globe. The company and each associate share in the mission to contribute to a higher level of gracious living for those who are touched by the company's products and services.

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