



FOR IMMEDIATE RELEASE

GRAFF® to Showcase New Product Line-up at the Architectural Digest Design Show 2019

Industrial-inspired Vintage Collection to Headline

NEW YORK, NY — GRAFF®, manufacturer of contemporary precision-engineered kitchen and bath products will make its debut at the prestigious *Architectural Digest* AD Design Show March 21st-24th at New York City's Pier 92. The annual show, now in its 18th edition, offers the best of design—showcasing over 400 of the world's leading brands alongside programming from the industry's top professionals. Inspiring approximately 40,000 design professionals and enthusiasts yearly, the show serves as a hub for the latest in design, featuring special appearances, demonstrations, seminars and more by a highly curated set of designers and brands.

GRAFF will mark its first appearance at the show through the exhibition of the brand's stunning 'Art of the Bath Gallery' located at booth #147. The booth will display the latest from the brand, including the Harley Faucet Collection and an array of elegant new finishes. GRAFF's headlining product launch, the Vintage Collection will be revealed at the show. The collection emulates the best of the industrial design paradigm, perfectly suited to outfit metropolitan environments preferred by the show's New York-based audience.

The following collections will be revealed at Architectural Digest Design Show:

The Vintage Faucet Collection: The Vintage Collection draws inspiration from the design of classic fire hose nozzles, pairing a modern spout with bold handles. Each element, from the rounded brim at the spout's top to the undulating handles complete with carefully designed cut outs, resembles the traditional forms of the fire house featured in the historic Chicago Fire Department logo.

The Harley Faucet Collection: The design of the contemporary collection was derived from the stylings of classic motorcycles, fusing an industrial aesthetic with detail work nostalgic of the all-American icons. Conceptualized by GRAFF's G+ Design Studio, the faucet's handle offers a unique eclecticism and adaptability to contemporary and technical environments. Each element of the faucet was carefully considered and crafted to prevent slipping and promote ease of use. An ergonomic shape serves as the basis for this design, allowing for a variety of grip techniques to be utilized. The faucet's internal workings also create a seamless user experience, with the internal, progressive cartridge transitioning water temperature with a simple turn of the handle, minimizing any unnecessary use of hot water.

New Finish Range: Curated to fuse the clean, modern lines for which GRAFF's collections are known with glamour, six new opulent finish offerings are now available. Pushing beyond the expected and inspired by current color trends, each new finish aims to set a precedent for luxury in the bath. Finishes imbue bold, glamorous styles that accentuate GRAFF's forward-thinking collections, and include OR'osa PVD, Onyx PVD, Gunmetal, Gunmetal Distressed, Unfinished Brass and Unfinished Brushed Brass.

To learn more about GRAFF's impressive lineup of products, including the Vintage Collection, interested parties can stop by booth #147.

About GRAFF:

Headquartered in Milwaukee, Wis., and with locations throughout Europe, GRAFF is recognized globally for its trend-setting products and unique vision. Supported since 1922 by extensive plumbing and hardware manufacturing experience, GRAFF offers a wide range of contemporary, transitional and traditional styling. GRAFF's commitment to creating cutting-edge, premium-quality fixtures is evident in each and every product. GRAFF employs more than 1,000 dedicated professionals and has control over the full production process, making it truly a vertically integrated manufacturer.

For more information about GRAFF, visit www.graff-designs.com or www.facebook.com/grafffaucets

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