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FOR IMMEDIATE RELEASE

American Standard Celebrates 15 Decades of Design with DXV

A lush new portfolio of bath and kitchen products draws aesthetic inspiration from the company's storied heritage

PISCATAWAY, N.J. (March 12, 2014) — DXV by American Standard is a new flagship luxury bathroom and kitchen brand that celebrates and draws on the storied plumbing company's rich history, now in its 15th decade.

Available exclusively in showrooms, the DXV portfolio will launch this spring with more than 70 unique product and style offerings curated in a revelatory manner.

"American Standard has always been an active participant in the ongoing development of product aesthetics and design," said Margaret Monteleone, director of luxury product marketing for American Standard. "In an expression of our true heritage, we have taken the most influential design movements

since our founding in 1872 and used them as a framework around which to organize the DXV portfolio of products."



The Contemporary movement finds ideal expression in the pure forms, minimalist geometries and precise functionality of the DXV Lyndon suite's freestanding tub, wall-mounted sink and dual flush toilet, all in canvas white. These sophisticated fixtures are complemented by the suite's floor-mounted tub filler, single lever faucet and shower system, all in polished chrome.

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DXV by American Standard comprises a premium selection of meticulously crafted fixture and faucet collections curated into four broad movements: Classic (1880 – 1920), Golden Era (1920 – 1950), Modern (1950 – 1990), and Contemporary (1990 – today).

Each of these movements contains one or two bathroom fixture suites — tubs, toilets, sinks, and lavatories — and complementary faucet collections that reimagine and reinterpret historically significant designs.

More than reproductions, these exquisite products blend the artisanal character of the past with the aesthetic and performance sensibilities of today. At launch, the DXV portfolio — which will continue to grow and evolve — also includes a collection of kitchen sinks and fittings, as well as the AT Series, an advanced smart toilet and bidet seat that combine outstanding contemporary design with state-of-the-art technology.



Stately, sculptural and well-proportioned, the DXV St. George suite's freestanding tub, pedestal sink and one-piece toilet, all in canvas white, pay tribute to the decorative details perfected at the turn of last century, the height of the Classic movement. Faucets, floor-mounted tub filler and accessories in platinum nickel from the DXV Landfair collection, another Classic movement offering, add a touch of elegantly refined ornamentation.

"Fixtures are the cornerstone of the DXV brand," Monteleone noted. "Faucets are the complementary element. They add variety and nuance, or contrast and complexity to the ensemble, just as accessories do to a suit or dress.

"And like fashion, fixtures and faucets from different movements, collections and sources can be combined to create excitingly personal spaces in which timeless designs from disparate eras fall into an aesthetically stimulating dialogue, Monteleone continued.

Decade 15

In a unique move, DXV will be establishing an online and print community for designers, architects and creative individuals to discuss their experience with the products in the real world and spark inspiration among their peers. To start the conversation, DXV is collaborating with an inaugural group of six well-established designers — all influential bloggers — to create six highly individual spaces drawing on the DXV portfolio of products.



An all-Golden Era bathroom teams the sophisticated vintage attitude and well-tailored flair of the DXV Fitzgerald suite's freestanding tub, console lavatory and two-piece toilet, all in canvas white, with the understated organic simplicity of the DXV Randall collection's wall-mounted tub filler with hand shower, cross handle faucets and accessories in brushed nickel.

The designers will blog about their projects, which will be published in *Decade 15* print magazine as well as on the DXV website. They will not only share information, insights and inspirations generated by using the various DXV collections, but also engage in a dynamic two-way conversation with other professionals and interested consumers about the larger universe of good, beautiful design and how DXV's philosophy and aesthetics fit into it.

DXV by American Standard will be available through an exclusive network of American Standard showrooms and dealers across North America. For more information, visit www.d xv.com or call (800) 227-2734.

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