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FOR IMMEDIATE RELEASE

Shimmering Pearlescent White Finish Adds Lustrous Glow to DXV Vessel Lavatories

Gleaming New Finish Enhances the Distinguished Design Lines of Pop Collection of Rectangle, Round and Square Bathroom Sinks

PISCATAWAY, N.J. (April 4, 2017) — Taking inspiration from the natural iridescence of Mother of Pearl, a gleaming [new Pearlescent White finish](#) lends an opulent and luminous beauty to the Pop collection of vessel sinks from [luxury brand DXV](#).

Mother of Pearl, the traditional name for the blend of minerals that creates a delicate glimmer on the interior of oyster shells, has been used since ancient times to beautify home decor. This same opalescent sheen now adds an exquisite allure to DXV lavatories in the high-style bathroom environment.



Inspired by the natural iridescence of Mother of Pearl, the luminous Pearlescent White finish from DXV offers a dramatic new way to add a feeling of opulent luxury to the classic white lavatory.

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New from DXV, the glimmering Pearlescent White finish lends a gleaming, unforgettable feeling of luxury to high-style bathroom settings. The regal Percy vessel faucet complements the lavatory here.

“Pearls are an iconic symbol of elegance and luxury. We have developed a method to bring the brilliance of this natural element to the bath,” explained Margaret Monteleone, director of DXV product marketing for LIXIL Americas, the business unit under which DXV operates. “This new Pearlescent White finish puts a twist on conventional white ceramics to create a lustrous and personal space.”

This gleaming finish is showcased in the rectangle, round and square [DXV Pop collection of vessel sinks](#), which are also available in canvas white, black, matte black, and chenille gray finishes. These refined lavatories can be complemented with the sophisticated styling of [DXV vessel bath faucets](#); selections are available in polished chrome, brushed nickel, platinum nickel and matte black finishes.

List prices range from \$625 to \$650 for the Pearlescent White DXV Pop vessel lavatories. They are available through an [exclusive network of DXV showrooms and dealers](#) across North America.

For more information, visit www.d xv.com or call (800) 227-2734.



Designed to elevate the luxury bathing sanctuary, a lustrous new Pearlescent White finish is available on select Pop vessel lavatories from luxury brand DXV, ideal for upscale residential and hospitality settings.

ABOUT DXV

DXV is a portfolio of luxury bath and kitchen products that celebrates the distinguished 140-plus-year heritage of American Standard. DXV [reimagines the most influential design movements](#) during that time: Classic (1890-1920), Golden Era (1920-1950), Modern (1950-1990), and Contemporary (1990-Present). DXV is part of [LIXIL](#), a global leader in housing and building materials products and services. The [DXV Showroom at Flatiron](#) is open to explore our luxury products and collections. Learn more at www.dvx.com, or follow us at facebook.com/dvx, twitter.com/DXV, youtube.com/DXVLuxury, pinterest.com/dvx, instagram.com/dxvluxury.

ABOUT LIXIL

LIXIL is the most comprehensive and connected global company in the housing and building industry, delivering human-centric innovation that enhances people's living spaces – we call this Living Technology. Delivering core strengths in water, housing, building and kitchen technologies, our brands including LIXIL®, GROHE®, American Standard Brands, DXV®, INAX® and Permasteelisa® are leaders in their industries and regions. Operating in more than 150 countries and employing more than 80,000 people, we bring together function, quality and design to provide better living solutions to the world today and for future generations. Learn more at www.lixil.com and follow us at facebook.com/lixilgroup.

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