



For more information:  
Nora DePalma, O'Reilly DePalma  
For LIXIL Americas  
American Standard, DXV  
(770) 772-4726  
[nora.depalma@oreilly-depalma.com](mailto:nora.depalma@oreilly-depalma.com)

**FOR IMMEDIATE RELEASE**

## Shimmering Pearlescent Glaze Adds Lustrous Glow to DXV Vessel Lavatories

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

ORLANDO, KITCHEN & BATH INDUSTRY SHOW (January 10, 2017) — Taking inspiration from its naturally iridescent namesake, a gleaming new Pearlescent glaze lends an opulent and luminous beauty to select upscale fixtures from [luxury brand DXV](#).

Pearlescent, 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 its naturally iridescent namesake, the luminous Pearlescent glaze from DXV offers a dramatic new way to add a feeling of opulent luxury to the classic white lavatory.

- more -



New from DXV, the glimmering Pearlescent 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 finish puts a twist on conventional white ceramics to create a lustrous and personal space.”

This pearlescent glaze will be showcased in the rectangle, round and square [DXV Pop collection of vessel sinks](#). These refined lavatories can be complemented with the sophisticated styling of [DXV vessel bath faucets](#), which are available in brushed nickel, polished chrome, platinum nickel, matte black and satin brass finishes, depending on the model.

The Pearlescent glaze as part of the DXV by American Standard portfolio will be available in April 2017 through an [exclusive network of DXV showrooms and dealers](#) across North America.

For more information, visit [www.d xv.com](http://www.d xv.com) or call (800) 227-2734.



A lustrous new Pearlescent glaze designed to elevate the luxury bathing sanctuary is now available on select Pop vessel lavatories from luxury brand DXV.

## **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](http://www.dvx.com), or follow us at [facebook.com/dvx](https://facebook.com/dvx), [twitter.com/DXV](https://twitter.com/DXV), [youtube.com/DXVLuxury](https://youtube.com/DXVLuxury), [pinterest.com/dvx](https://pinterest.com/dvx), [instagram.com/dxvluxury](https://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 brand portfolio including LIXIL®, GROHE®, American Standard Brands, DXV®, INAX® and Permasteelisa® are leaders in the 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](http://www.lixil.com) and follow us at [facebook.com/lixilgroup](https://facebook.com/lixilgroup).

DXV®, Pop®, and Percy® are registered trademarks of American Standard Brands.

###