

## ARCHITECTURAL DIGEST HOME DESIGN SHOW



*Caitlin Ryan, Robin Baron, Quincy Bock and Fara Jellson  
of Robin Baron Design – part of the Design Find Contest*

victoria ⊕ albert®

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## THE EDGE IS A HIT AT THE ARCHITECTURAL DIGEST HOME SHOW

*Victoria + Albert's newest collection received rave reviews in New York City*

(Mount Pleasant, SC April 5, 2012 ) The Edge Collection won the hearts of consumers and designers alike at the Architectural Digest Home Design Show in New York City in March. Co-sponsored by The New York Times, the four day show was a collaboration between designers, manufacturers and industry experts featuring the best in home design from more than 350 premium brands. Held every year, the show attracted over 40,000 home design enthusiasts, including affluent homeowners, trade professionals, showroom owners, retailers, members of the media and more.

The new Edge Collection captured the attention of the Modenus BlogTour and was a favorite of the Modenus Design Find Contest which ran for all four days. Show visitors registered at Modenus' booth and received a list of participating exhibitors then visited each listed exhibitor and took a photo themselves with their favorite product. The Grand Prize was a 6-day trip to London with BlogTour as the group travels to the London Design Festival in September 2012.

The Edge Collection features striking linear forms that contrast with softly contoured corners. The contemporary new collection is designed to make smart use of limited space. The generous depth of the Edge Bath provides a deep, luxurious soaking experience, while its overall footprint consumes proportionally little floor space. The Edge Bath is beautifully complemented by the Edge 45 Vessel Basin, the most compact basin Victoria + Albert has produced to date.

Like all of Victoria + Albert's products, Edge products are crafted of ENGLISHCAST® - a composite material rich in finely ground volcanic limestone - it is cast in one seamless piece that won't creak or flex. This unique construction is hand finished to provide a glossy white solid surface that is highly durable, warm to the touch and easy to clean.



*Victoria + Albert's New Edge Bathtub*

## About Victoria + Albert

Victoria + Albert is a global brand with a worldwide reputation for creating beautiful baths. The ultimate statement in quality and sophisticated style, their award-winning collections are packed with inspirational designs made from 100% ENGLISHCAST®, a unique blend of volcanic limestone and high performance resins. Naturally white, each tub is individually hand-finished by craftsmen and tested by IAPMO to UPC and cUPC standards with a 25-year limited consumer warranty.

Recipients of the prestigious Chicago Athenaeum GOOD DESIGN and ADEX Awards for their Napoli tub, Victoria + Albert raises the bar on exceptional product design. Adored by consumers across the globe, and featured in distinguished five-star hospitality projects, Victoria + Albert sets the trend in bathing. The company is an avid supporter of the architectural and design community and sponsor of continuing education courses throughout North America.

For more information about Victoria + Albert's products, visit [vandabaths.com](http://vandabaths.com) or call 1-800-421-7189.



*Edge Collection*