



*IOS Freestanding Tub*

victoria ⊕ albert®

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## VICTORIA + ALBERT SUPPORTS DESIGN ON A DIME NY BENEFIT

*Freestanding IOS tub is donated to popular interior design fundraising event*

(Mount Pleasant, SC – April 2012) Renowned freestanding tub designer Victoria + Albert is pleased to announce that they are donating one of their sought-after IOS tubs to Design on a Dime, one of New York City's most popular interior design benefits. This fundraising event features 50 of the world's top interior designers who create unforgettable room vignettes with new merchandise, donated and then sold for 50 to 70 percent off retail pricing. Proceeds benefit Housing Works "Get A Room" which provides life-saving services to homeless New Yorkers living with HIV and AIDS.

"We are proud to lend our support to such a worthy project and cause," said Jonathan Carter, Marketing Manager of Victoria + Albert. "Design on a Dime is an extraordinary event in the interior design world serving as a showcase for some of the top products and design ideas in the industry. We selected the IOS tub for this particular venue because of its sophisticated, contemporary style, which is very much in keeping with the sophisticated modern looks that will be created there."

As part of Victoria + Albert's premium collection, the IOS tub is billed as a "compact masterpiece" for its impressive capacity that requires a comparably small footprint. Its luxurious, double-ended layout and ultra-contemporary design have made it among the company's most popular freestanding tubs. The 59" x 31" tub is crafted from ENGLISHCAST®, a naturally white material rich in volcanic limestone that is hand-finished by craftsmen and beautifully warm to the touch. This unique construction creates a glossy finish that is harder and more durable than acrylic, and yet easy to clean and maintain. The outside of the tub may be painted, faux-finished or stenciled for a custom look. The IOS tub is compatible with freestanding or wall-mounted faucets and has a coordinating basin.

Design on a Dime will be held at the Metropolitan Pavilion in Chelsea and host a star-studded VIP Opening Night Reception on April 26, 2012. The shopping will continue with a free public sale on April 27th and 28th. This year, the event's founding chair, interior designer James Huniford, will be joined by an incredible group of co-chairs, including craft, design and entertaining expert Evette Rios, "Good Morning America" co-anchor, author and interior designer Lara Spencer, and acclaimed designer and author Charlotte Moss.

## 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.