



victoria ⊕ albert®

ROADSHOW CHICAGO

Victoria + Albert takes their newly launched products on the road!

(Ladson SC – October 24, 2017) The setting for Victoria + Albert's most recent roadshow event was held at The Tile Gallery in downtown Chicago this past Thursday, October 19th. This chic tile showroom, located in Chicago's River North neighborhood, set the mood for a night of creative expression and was the ideal backdrop for the beautiful Victoria + Albert product pop ups. An artistic venue for architects, designers, kitchen and bath showrooms, dealers, buyers and national media in the Chicago area to experience the brand's newly launched products.

Victoria + Albert presented their latest introductions along with an evening of snacks, cocktails and exciting presentations directly to some of the most influential designers and showrooms in the area. This is the third roadshow – following a successful Pop-Up in San Francisco and Miami.

Headlining the products on display was the award-winning Eldon bath, designed by leading British Architecture and Interior Design Studio, Conran + Partners. The contemporary back-to-wall design is endowed with the curvaceous lines of a freestanding bath but utilizes the smaller footprint of a built in tub.

Also unveiled were the sleek new Trivento and Vetralla 2 bathtubs, and the practical Gordano 6032 drop-in/undermount tub. And Victoria + Albert's stunning collections of brassware - Tubo, Florin and Staffordshire were shown alongside their Mandello 114 vanity in Gloss White. A working display of the brand's innovative Kit 40 Intelli Waste system, that guarantees flood protection, was a huge hit with attendees.

"These Roadshow Pop-ups give our VIP guests an opportunity to be among the first to experience the new bath products first hand while also enjoying drinks and hors d'oeuvres in a beautiful venue," said Eric Phelps, President of North America Sales for Victoria + Albert.

About Victoria + Albert

For over 20 years, global brand Victoria + Albert has achieved a worldwide reputation for creating beautiful baths, basins, furniture and faucets. 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 RED DOT Award for their Amiata tub along with a Chicago Athenaeum GOOD DESIGN Award for their Pescadero, Napoli and ionian tubs, 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 or call 1-800-421-7189.