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AN EYE ON THE INDUSTRY SINCE 1970



2025 AURORA AWARDS

GRAND AWARD WINNERS

PART 2



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2764 N. Green Valley Pkwy, Suite 508
Henderson, NV 89014-2121

RUVTI

TAP INTO SOMETHING EXTRAORDINARY!

Ruvati is expanding its product line with a new collection of faucets.



Ruvati, known for their innovative workstation kitchen sinks featuring LedgeFit technology, as well as luxurious bath sinks and freestanding tubs, is launching a beautiful collection of kitchen and bath faucets. These new faucets are perfectly designed to complement their popular collections of fixtures, enhancing the overall aesthetic in the kitchen and bath.

Launching on September 1st through their retail network, Ruvati had a successful soft launch at KBIS in Las Vegas, receiving enthusiastic feedback from designers and industry professionals alike.

The new faucet line is characterized by elegant, distinctive designs and constructed from premium lead-free solid brass for long-lasting durability. They meet high standards of quality, including cUPC, ADA, Watersense, CEC, and DOE certifications. Available finishes for the faucets include Brushed Nickel, Gunmetal Black, Matte Black, and Brushed Gold.

The kitchen faucets feature a swivel function for complete sink coverage and a pull-out spout that allows for extended reach and easier rinsing. The lever has a forward rotation of 90°, making it ideal for tight spaces.

The bath faucet line offers a variety of styles, including widespread two-handle faucets, short single-handle designs, and tall vessel faucets with distinctive handle styles. The collection also includes sleek freestanding, floor-mounted tub faucets equipped with a handheld shower wand for added convenience.

Like all Ruvati products, the new faucet line is backed by a Limited Lifetime Warranty.

Visit www.ruvati.com for more information.

bello

A LEGACY OF BEAUTY AND FUNCTIONALITY

Bello Introduces the Chesterton and Brunswick Vanities

Elevate your bathroom into a space of inspiration with the new Chesterton and Brunswick vanities from Bello. With a refined classical style, these new models come fully assembled and are offered in a wide variety of size options ranging from 30" to 48" wide for a look that's right for every bathroom project.

The Chesterton Collection pays homage to the timeless beauty of traditional woodworking, reimagined for the modern home. Inspired by classic carpentry and the warmth of old-school craftsmanship, Chesterton features elegantly tapered legs that add a touch of nostalgia and lift. Made from solid wood construction, it features visible dovetail joints, premium soft-close glides and hinges, and a removable drawer organizer. Chesterton is available in Oak, White, Walnut, and Grey wood with three hardware options of Black, Brushed Gold, and Polished Chrome. Two luxurious tops are offered – a classic white or striking black marble composite – each complete with an 8" wide spread configuration and optional single-hole faucet drilling. Every top includes a matching backsplash and a pre-installed, cUPC-certified sink.

The Brunswick Collection is a celebration of balance – where the warmth of natural wood meets the clean strength of metal, and timeless American design takes on a modern, architectural twist. With its tailored lines, premium materials, and thoughtful detailing, Brunswick brings understated sophistication to the bath with a bold transitional spirit.



Handcrafted from kiln-dried hardwoods, furniture-grade plywood, and rich wood veneers, it comes in three nature-inspired finishes: White Oak, Natural Oak, or Walnut. Three refined hardware options of Black, Polished Chrome, or Brushed Gold are offered.

Brunswick also features visible dovetail joints, premium soft-close glides and hinges, and a removable drawer organizer. Two marble composite tops, either a classic white or striking black marble composite, a matching backsplash and a preinstalled cUPC-certified sink complete the vanity configuration. We invite you visit www.bellousa.com to explore our distinguished portfolio of luxury plumbing products.

Miele

MIELE'S FIRST CAMPAIGN FOR NORTH AMERICA SPARKS RUMORS

125-year-old German appliance brand gears up to be the talk of the town

Miele announces the launch of its new landmark creative campaign for the North American market. Created together with Wieden+Kennedy Amsterdam, this strategic initiative is engineered to cultivate curiosity around the 125-year-old German brand, which, building upon its European prestige, now has the opportunity to elevate its brand in North America.

Founded in 1899, Miele is a family-owned company rooted in superior engineering, technology, sustainability, and premium design. With industry-leading 20-year product testing and durability, Miele has become synonymous with quality across Europe.

"The Rumored for a Reason campaign serves as a launch pad for Miele in North America to propel brand growth," said Søren Rye, president and CEO for Miele U.S. and Mexico. "We have a significant opportunity to harness Miele's unparalleled quality, innovation and performance to spark more than a conversation and motivate and build trust with our customers who deserve premium appliances."

The core campaign challenge was significant: introduce a brand largely unknown to the consumer, and leverage its inherent European mystique and must-have allure. The solution is a bold campaign that leans into this truth, positioning Miele as the best appliance brand you've never heard of.

The campaign's foundation is built on the insight that "a good kitchen is a flex; a great kitchen becomes a source of gossip." While Miele is shorthand for long lasting quality in Europe, its relative obscurity in North America became the exciting solution.

"While Miele may not yet be a household name in North America, it

enjoys a devoted if-you-know-you-know following," said Thorsten Brandt, SVP and global head of brand & customer experience at Miele. "Our 'Rumored for a Reason' campaign fuels this mystique by transforming the extraordinary truths behind Miele's heritage and quality into irresistible, gossip-worthy rumors. With Miele's signature style and dry wit, the integrated campaign playfully taps into our legacy, turning global admiration into intrigue as we grow our presence in North America."

LEANING INTO GOSSIP

The creative approach leans into the culture of today's premium home makers. It features a suite of cinematic films designed to highlight Miele's innovative engineering and long-lasting quality in a way that is inherently shareable, sparks curiosity, and prompts conversations. The campaign does just that by spreading the brand's boldest and most outrageous yet real-life claims. These include statements like "Miele's outlasts most marriages" and "Increases property value" – verified truths that underpin the brand's legendary durability and desirability. These "rumors" serve as the creative backbone, designed to grab attention.

A CINEMATIC PARTNERSHIP WITH JANICZA BRAVO

To ensure the campaign would feel like a real piece of cinema, the brand partnered with acclaimed film director Janicza Bravo (known for her work on *Atlanta*, *Lemon*, and *Zola*). Bravo's distinctive vision, trademark wit, and character-driven humor were instrumental in crafting a universe that is both relatable and outrageous. Bravo also brought together an incredible production team including BAFTA-winning costume designer & stylist PC Williams and Zone of Interest Director of Photography Łukasz Żal.

"Miele is an incredible brand with a rich history of unparalleled quality," said Edouard Olhagaray and Ramona Todoca, creative directors with Wieden+Kennedy Amsterdam. "We looked to mirror this richness in the craft of the campaign, leaning into a tone of sophisticated humor that our discerning audience will recognize and resonate with."

SPREADING THE RUMOR

The campaign rolls out on June 16 across North American video, digital, social, and print. It will launch throughout Canada and the United States including key markets such as Los Angeles, New York City, Chicago, and Miami, and will be supported by the largest ad spend to date for Miele North America; more than tripling the focus in brand building YoY. The Rumored for a Reason ad push will target 85 percent of the core audience segment with the intention of more than doubling the impressions on this same target group. Miele U.S. worked closely with Spark Foundry to deploy the campaign across several verticals. Visit www.MieleUSA.com to learn more.

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