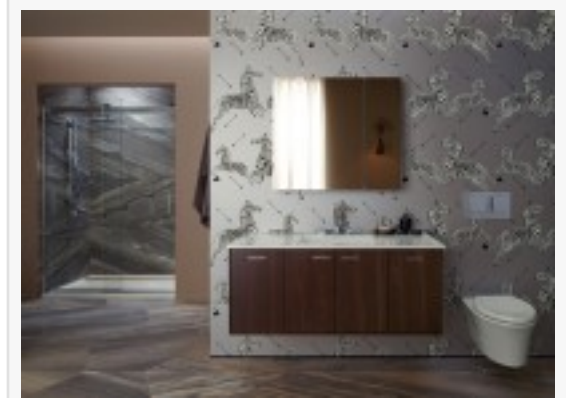


# New Kohler Vanity Collection Offers Customizable Design Solutions

*In four easy steps, consumers can create their ideal grooming space*

KOHLER, WI, USA, February 4, 2014 /EINPresswire.com/ -- When consumers design their vanity space, they think about it in exactly that way: as a space. It's not an individual sink or drawer or mirror, it's a space where they start and end their day. This space serves a functional but also emotional need for homeowners. Understanding the mindset of the consumer, Kohler launches its [Tailored Vanity collection](#), a compilation of products that afford homeowners the ability to personalize their entire grooming space. The collection offers five vanity design styles with customizable options including drawer/door configurations, hardware, organizational accessories, color, finish, as well as countertops and sinks.



KOHLER Jute Vanity

“The goal of our new collection is to guide homeowners, whether on their own or with the assistance of a design professional, through the customization of their entire vanity space,” says Jeff Mayerl, Kohler furniture product manager. “The program simplifies the process but still gets them what they want – a bathroom that reflects their own unique personal style.”

The Tailored Vanity Collection follows a basic four-step process:

1. Choose your exterior: multiple vanity styles, sizes, configurations, installations, and wood finishes
2. Choose your interior: user-centric organization accessories: integrated electric outlets, bamboo storage trays and dividers, adjustable shelves, and rollout drawers
3. Choose your top: variety of vanity top materials, sizes, shapes, and colors
4. Choose coordinating components: finish-matched mirrored solutions, sconces, hardware, bridges, and lap drawers

The five styles of vanities included in the collection – Poplin, Damask, Jacquard, Jute, and Marabou – offer a range of aesthetics to blend seamlessly in any bathroom environment from traditional to eclectic to contemporary. Each vanity carries its own unique characteristics, and in conjunction with the hardware and accessories, tells its own story of style and organization.

“There are a lot of grooming, styling, and personal care activities that are done in this space and organization is a key to a successful experience, and sometimes the key to a successful day,” says Mayerl. “Simple luxuries like electric outlets that are integrated into the vanity make a huge difference. Electric toothbrushes and rechargeables can now be stored inside the cabinet within reach, reducing countertop clutter.”

In addition to introducing the five new vanity styles, Kohler brings to market new ceramic vanity tops (Ceramic/Impressions) and solid surface countertops (Solid/Expressions). These two materials join Kohler’s existing enameled cast iron vanity tops (Iron/Impressions) to offer an array of design solutions that complement the vanities. New matching mirrored cabinet and hardware solutions complete the look and tie the entire space together.

“The launch of the vanity program is an important step for Kohler as we expand the scope of our business,” says Mayerl. “Not only can we provide consumers with a customized grooming space, we have streamlined the bathroom design experience for each area of the bathroom, from showering, faucets and toilets to vanities, tops and accessories.”

About [Kohler Co.](#)

Founded in 1873 and headquartered in Kohler, Wisconsin, Kohler Co. is one of America’s oldest and largest privately held companies comprised of more than 30,000 associates. With more than 50 manufacturing locations worldwide, Kohler is a global leader in the manufacture of kitchen and bath products; engines and power systems; premier furniture, cabinetry and tile; and owner/operator of two of the world’s finest five-star hospitality and golf resort destinations in Kohler, and St Andrews, Scotland.

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