



News

WETSTYLE MAKES A SPLASH WITH TWO EXCITING NEW COLLECTIONS

(MONTREAL, CANADA – JULY, 2009) – Watch out for WETSTYLE. It's a bath furnishings brand that is full of surprises and bringing a new vision and exciting reinterpretations to the category of luxury soaking tubs, lavatories, and requisite cabinetry.

Among the surprises: Though easily mistaken for a European company because of its cutting-edge design offerings, WETSTYLE actually is Canadian based. Another stunner: Each tub is hand crafted, as are the woodworked furnishings, yet they are competitively or even more reasonably priced than assembly-line models. As for exciting reinterpretations, these can be found in two impressive new-for-2009 collections.

M is for Milestone...

Ingeniously, WETSTYLE has taken the concept of a vanity to the next level, and applied it to a bathtub. By creating “built-in” storage for its Cube line of freestanding tubs, WETSTYLE has simply and smartly opened a new chapter in modern bath design. This milestone series is the M Collection and is born of the idea that total relaxation is possible only in an uncluttered environment.

In keeping with WETSTYLE’s enduring philosophy that customization is a tenet of true luxury, the M Collection’s minimalist, modular design provides unparalleled flexibility and freedom to create a one-of-a-kind sanctuary. Boldly geometric and Japanese-inspired in spirit, the five components comprising the group come in an array of sizes, three materials and nine finishes, allowing for myriad configurations. The line is crafted from renewable hardwoods, which are selected, assembled and stained by hand. Premium-quality touches including beveled edges on the cabinetwork, concealed European hinges and slow-closing drawers made of solid dovetailed maple speak to WETSTYLE’s obsessive attention to detail. And the collection’s beauty and quality are much more than skin-deep: even the interiors of the drawers and cabinetry are fully finished.

The M Collection’s bathtub “vanity” is an exquisite complement to WETSTYLE’s Cube tub, the foundation of the brand’s oeuvre. Thanks to impeccable streamlined styling, the tub appears to be “built in” to the furniture, an illusion created by the exceptional craftsmanship that enables the piece to “wrap” the tub perfectly. Besides providing valuable storage space for towels and robes, it offers a dry place to rest a book or phone, or even a glass of wine after a long day. Available in right and left side models, with four cubbyhole niches or two doors, the piece transforms storage space into functional art.

The vanity, a central element of the collection, is crafted to accommodate all WETSTYLE lavatories and vessel sinks. It comes in both a wall-mounted and freestanding model, which includes a clever drawer within a drawer to smartly maximize space. The wall-mounted version comes in two heights. The embodiment of elegance in simplicity, the mirrored cabinet can

be equipped with two optional LED lamps hidden in the top and base for subtle, atmospheric lighting. The storage cabinet is designed for use between the mirrored cabinet and the sink countertop, or within reach of the bathtub, offering a novel solution for stowing away bubble bath and bath salts. Both the mirrored and storage cabinets are available in four lengths. The linen cabinet, available in two widths, is designed to be mounted on the wall, in order to free up floor space and create an orderly visual environment.

The M Collection's extensive range of materials and finishes makes it easy to create a look for virtually every taste and décor. WETSTYLE's Walnut, a new finishing option for 2009, looks unlike anything in the market, with a richly grained and distinctively organic appeal. It comes in two colors, Natural and Chocolate. The Oak veneer can be ordered in Natural, Wenge, White-Washed, Grey-Washed, and White. Both the Oak and Walnut are hand-finished with two coats of a special polyurethane designed for boat decks, ensuring moisture, stain and damage resistance. For a bold, futuristic aesthetic, the collection is also available in Lacquer in a White or Anthracite Matte finish. Like all WETSTYLE products, the collection is custom-made to order.

A Bathing BEauty...

Another new and extraordinary addition is the Be Collection. A true natural beauty, it is distinguished by a sinuous, organic shape— its curved silhouette suggestive of an exotic shell and detailed with a subtle, peaked seam that bisects the oblong form. The group includes a freestanding tub that is a sculptural achievement. It is the ideal choice for creating a sumptuous bathing environment where the tub assumes center stage and is cast as the visual star in the space. A coordinating vessel sink completes the collection and is available in two size options.

The Be Collection is crafted of WETMAR™, WETSTYLE's proprietary natural stone composite material. WETMAR™ is a highly durable, slip-resistant, easy-care material, and is available in a True High Gloss or Matte White finish. WETSTYLE is the only manufacturer in the market that offers stone composite

products in both a mirror-like True High Gloss and Matte finish. The collection is handmade to order at WETSTYLE's factory in Beloeil, and is suitable for both residential and commercial applications.

Patrick Messier, an acclaimed award-winning French Canadian industrial designer, was commissioned for the design of the Be Collection. His work appears in the permanent collection of the Musée National des beaux-arts du Québec, and his collaboration with WETSTYLE marks the first time since its founding in 2002 that the company has tapped outside talent to create a series.

Innovating with the Environment in Mind...

Beyond its visionary designs, WETSTYLE is also staunchly green-minded in both its products and practices. It's a commitment that led the company to develop a proprietary, patent-pending, environmentally responsible material, WETMAR™. Used in production of WETSTYLE's entire line of bathtubs and lavs, it is made from a high quality natural stone composite that can be 100% recycled to create new WETSTYLE products. Non-porous and harder than acrylic, it offers a non-slip surface, superior strength and increased heat insulation. WETMAR™'s durability, as demonstrated by its successful applications in high-use locations including some of the world's premier hotels, keeps replacement costs and related energy expenditures to a minimum.

WETSTYLE's low energy footprint can also be attributed to the company's unique artisanal manufacturing process. The company purchases over 90% of its source materials from the U.S., and all of its products are created by hand from start to finish in Canada. All of the woods used in its furniture collections are harvested from renewable forestry. Since WETSTYLE's products are locally made and hand-forged, its fuel and transport costs are a fraction of those of larger, more traditional manufacturers who increasingly outsource production to factories overseas. The company is scrupulously efficient in its production, and boasts a waste and scrap rate of less than 1%.

For more information on WETSTYLE, its range of products and the North American network of exclusive showroom dealers who carry its designs, visit www.wetstyle.ca.

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