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WETSTYLE LAUNCHES NEW COLLECTIONS IN 2018

Luxury bath manufacturer debuts C2, Déco, Frame Linea, and Element Raffiné products; collection extensions and premium exotic wood finishes

MONTREAL | CA - WETSTYLE, Montreal-based manufacturer of premium-quality bath furnishings, is proud to reveal new collections for 2018. Emblematic of the brand's artisan heritage, each finely crafted collection exudes sophistication with unique exotic wood finishes and sleek silhouettes for an elevated aesthetic in the bath. Inclusive of functional, durable storage solutions, as well as coordinating accessories, 2018's new releases underscore WETSTYLE's unique ability to create furnishings derived from architecturally important styles infused with modern practicality.

Mark Wolinsky, WETSTYLE President explains, "What we've done with each and every collection is to create a form of luxury that is uniquely WETSTYLE. From top to bottom, from process to completion, these furnishings provide architects and designers with the tools for designing bathroom suites that exude unparalleled enjoyment and flair."

Joining WETSTYLE's impressive product portfolio are the following new releases:

C2: Designed in collaboration between Pierre Belanger and the WETSTYLE Design Lab, the C2 Collection combines a minimalistic frame with urban grit, for a sleek style that falls in line with today's popular industrial aesthetic. Touting a slim structure, C2's offerings are ideal for small bathrooms. The collection's construction is particularly impressive, with matte black stainless steel rungs complemented by an optional walnut storage drawer. Contrasting cool and warm tones, the console provides an eye-catching architectural detail with purpose, fitting WETSTYLE Element sinks in both 24" and 30" sizes. Available to further the collection's storage capabilities, a coordinating mirror with a walnut shelf and a freestanding towel rack allow for a complete suite to be created.

Déco: Aptly named Déco, WETSTYLE's new bathroom vanity and mirror collection was inspired by the glamour and decadence of the Art Deco age. The collection's designers, Joël Dupras, Pierre Belanger, and WETSTYLE Design Lab, imbued the vanity with softened geometric forms and luxurious finish details creating a one of a kind designer statement for the bath. Premium quality oak, walnut, torried eucalyptus and Mozambique wood elevate the vanity's appeal, alongside several different shades of soft-touch matte lacquers and metallic accents for a style all its own.

Made to match, Déco is available with a variety of WETSTYLE's integral lavatory sinks for a complete sink suite offering. Freestanding and wall-mounted versions, as well as a variety of sizing options, allow for Déco to outfit a wide range of bathroom spaces - from powder room to spa bath. The collection also includes above-vanity mirrors, available in the same sizes as the vanities, 24", 30", 36", 48" and 60".

Frame Linea: Inspired by traditional Japanese architectural elements, combining elegance with function, the Frame Linea has expanded on the concepts originally outlined in the WETSTYLE's award-winning Frame Collection, including the addition of a hand-pull crafted in solid wood. Consisting of modern, floating storage units, including a vanity unit, mirrored cabinet, and linen cabinet, the collection provides a style of that complements a wide array of spaces. Versatility is equal to the collection's high-style with vanity sizes available ranging from 18"-72". Optional glass drawer facades are offered in white (glass, polished or matte), and the furniture is offered in numerous wood and lacquer finishes, including Walnut Natural No Calico, Walnut Chocolate, Oak in Natural, Wenge, White, Black, Stone Harbour Grey, Coffee Bean or Smoked, and Matte Lacquer in White, Black, or Stone Harbour Grey. LED mood lighting and defogger options further enhance the collection's mirrored cabinet offering, keeping the latest in technology top of mind. Frame Linea can be combined with WETSTYLE's Cube and Déco collection washbasins to complete the look.

Element Raffiné: The perfect embodiment of Scandinavian design, beauty through simplicity, Element Raffiné features pure lines without any extra embellishment. The impeccable quality and finish of this minimalist collection lends an elegant and serene atmosphere to the bathroom. Element Raffiné was designed to blend in seamlessly with both contemporary and classic decors. The furniture is available in a wide array of finishes to suit individual tastes and styles, and the interior of each drawer and storage unit matches the exterior finish. The Element Raffiné collection is made up of three storage units: vanity, mirrored cabinet and linen cabinet, available in various sizes. The collection also includes a line of washbasins made of WETMAR BiO™ and available in Matte or True High Gloss™ finishes.

WETSTYLE is also proud to add an array of exotic wood finishes to its repertoire, including Premium Torried Eucalyptus and Premium Mozambique. Additionally, the brand now offers Walnut Natural, Walnut Natural No Calico, Oak Coffee Bean, Oak Black, and Matte Lacquer Stone Harbour Grey. Tubs and lavatories can be customized with drains and overflows detailed in Satin Brass, Matte Black, or with No Trim overflow finishes.

With accessibility top of mind, WETSTYLE has added an ADA-compliant wall-mounted shower seat to its product portfolio, available in white or grey finish. The C Collection has also been enhanced for 2018, with the addition of a smaller frame size, C Metro Series, ideal for urban settings and powder rooms. Further, the Cube Collection has been extended with its Vessel sinks and lavatories offered in additional sizes for greater versatility in application for end-users.

The new and extended collections, as well as the exotic product finishes are only the start of a very exciting year for the brand. WETSTYLE plans to reveal a new headquarters and factory in Saint-Bruno, Canada, with doors set to open in the Fall of 2018.

About WETSTYLE:

For more than 30 years, WETSTYLE has been manufacturing design-driven soaking bathtubs, sinks and bathroom furniture for the rejuvenation of the body and spirit. WETSTYLE's premium bath furnishings,

handcrafted in Montreal, Canada, are available through select authorized WETSTYLE dealers in Canada and the United States.

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