

FOR IMMEDIATE RELEASE

CONTACT: Tabitha Steinbock
tabitha.steinbock@kohler.com
Phone: 920-457-4441, ext. 70122

THE KOHLER STORE'S *DESIGNER SERIES* LAUNCHES THIS FALL WITH ORIGINAL PLANS FOR THE BATHROOM

Distinctive program offers customers fresh design ideas and designers creative expression

CHICAGO – November 2005 - What if you give an interior designer complete creative license by removing typical client demands of a set budget and individual style preferences? This is



exactly the assignment given to six renowned interior designers who signed on to participate in The KOHLER Store's first offering of its exciting new design program – *The KOHLER Designer Series*.

The KOHLER Store, located in Chicago at LuxeHome at the Merchandise Mart, offers consumers and trade professionals a captivating and comprehensive shopping experience as they plan and design their ideal kitchen and bathroom spaces. The *KOHLER Designer Series* was created to offer homeowners inspiring, out-of-the-box ideas they could review as they designed their perfect bathroom. The first series of plans for the *KOHLER Designer Series* includes 35 sketches from celebrated designers Laura Bohn, Ray Booth, Clodagh, Christopher Coleman, Benjamin Noriega-Ortiz, and Brian Covington for Ferguson & Shamamian Architects, LLP.

“*The KOHLER Designer Series* provides inspiring bathroom renderings that allow homeowners to visualize a particular KOHLER suite in a variety of environments, across a range of styles,” explained Michelle Kowalski, manager - KOHLER Stores.

Available exclusively at The KOHLER Store, the *KOHLER Designer Series* provides customers access to the creative genius of top-tier interior designers through portfolios that invite exploration. Each of the portfolios includes a watercolor rendering, floor plan, material samples, sourcing information and biographies of each designer. Customers can be inspired by the portfolios, utilizing KOHLER Store in-house design consultants to create their bathrooms, or contact each designer directly to hire his or her services.

“In this century of time deprivation, the *KOHLER Designers Series* serves as a wonderful jump start on a project,” said Clodagh, one of the designers contributing to the program. “People can hand the plans to an architect or builder as a tear sheet reference for what they want. Even the materials are specified.”

The KOHLER Designer Series utilizes the Purist®, Bancroft™, Kathryn®, Portrait®, Iron Works® Tellieur, and Memoirs® Stately suites. Plans range from an everyday master bathroom with all the trappings of a cozy, resort hideaway to an industrial-inspired bathroom that cleverly incorporates unexpected traditionally-designed fixtures and faucets. The use of color and leading edge materials for the floors, walls, ceilings, furniture and accessories makes for one-of-a-kind designs that provide a glimpse of up-and-coming bathroom trends.



“The *KOHLER Designer Series* is a perfect opportunity to share our ideas as designers on how to use the KOHLER products in an imaginative way to elicit an emotional response, to create fantasy,” said Benjamin Noriega-Ortiz, another designer participating in the program. “Customers will be able to think outside the box therefore expanding their choices and possibilities.”

The KOHLER Designers Series plans to unveil more portfolios from new designers to continue to provide customers of The KOHLER Store with fresh and imaginative design inspiration. The KOHLER Store is located in the southeast corner of LuxeHome at the Merchandise Mart and is open Monday through Friday 9 am – 5 pm and Saturday 10 am – 3 pm. The store can be reached at (312) 755-2510 or TheKohlerStore.com.

For more information about any of the company's products, consumers may access the KOHLER Co. Web site at KOHLER.com or call toll-free at 1-800-4-KOHLER.

Founded in 1873 and headquartered in Kohler, Wis., Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, cabinetry, tile and home interiors, and international host to award-winning hospitality and world-class golf destinations.

###