



## Corey Klassen partners with American Standard to launch new DXV luxury brand

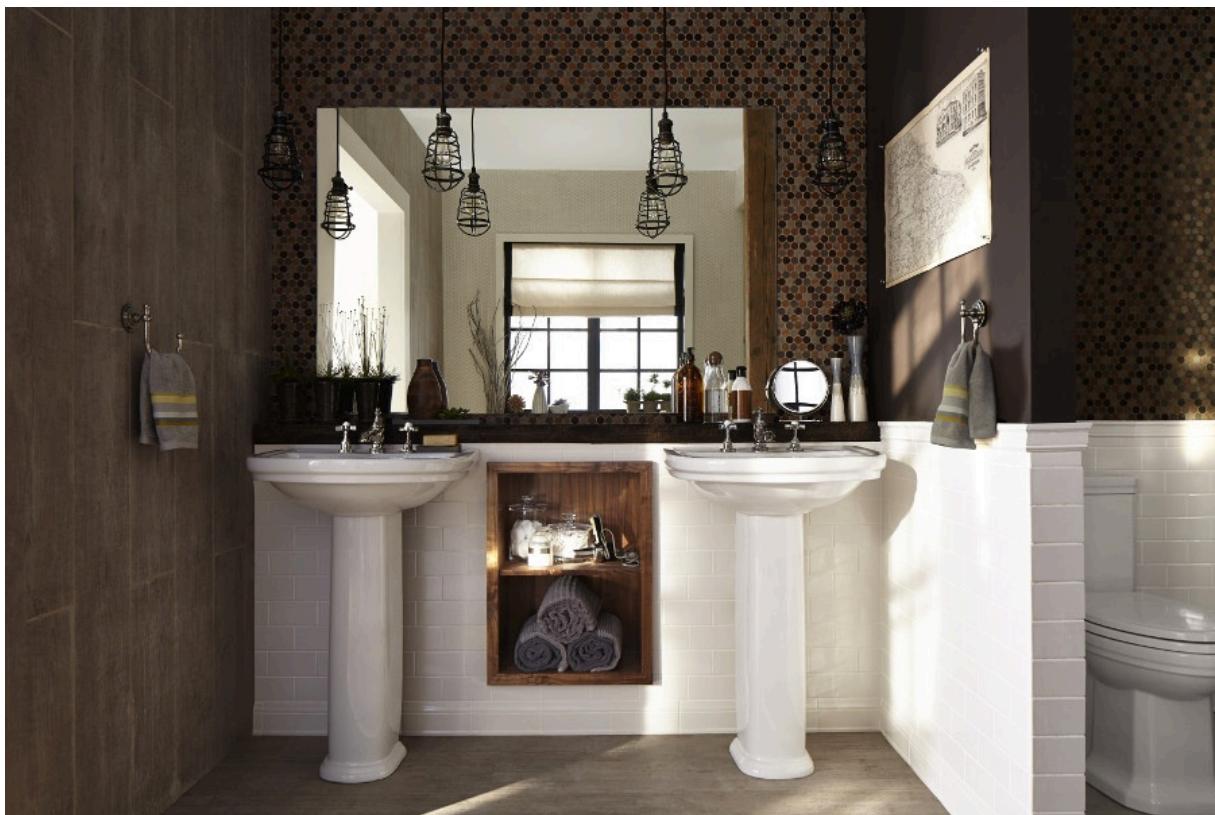
Vancouver designer chosen as one of six design influencers across North America

### FOR IMMEDIATE RELEASE

VANCOUVER, BC (March 14, 2014) - Vancouver designer Corey Klassen, CKD is one of six designers across North America chosen to be part of a design panel by new luxury plumbing brand - DXV by American Standard. The six, well-regarded designers and brand influencers were each asked to design and construct separate looks for the new brand. While the projects were photographed in January, DXV was just launched to the public and press on March 12, 2014 at their new showroom in the Fashion District of New York City.

Veronika Miller, CEO of Modenus and Chief Curator of DXV recommended Corey for the DXV designer panel. "I've known Corey Klassen since we met at a design blogger event in 2010. What I love about his work is that he always manages to blend uncompromising precision with 'push the boundaries' creativity," said Miller.

"When I was approached last year by Veronika Miller to be a part of the new DXV concept, I was thrilled. The project has been amazing from start to finish. I'm honoured to have been chosen and to be partnering with such a prestigious brand," said Klassen. "The space that I designed is called Loft Visions and is inspired by a Vancouver Gastown Loft with a hint of New York Chelsea area's crispness. The mixing of structural patterns like wood and marble in play with circles, hexagons, squares, and the twist of a double-helix set in a naturalistic setting with the true West-Coast flair. If you take a look at spaces like Revolver or Old Faithful Shoppe, there is a certain mix of wood, brick, old-world patterns, and a new design aesthetic which became the crux of my inspiration."



The spaces that the designer panel created in bathroom and kitchen settings expressed their unique personality, originality and vision, drawing upon the Movements and Collections in the DXV by American Standard line. The designers will blog about their projects, which will be published in Decade 15 print magazine as well as on the DXV website. They will not only share information, insights and inspirations generated by using the various DXV collections, but also engage in a dynamic two-way conversation with other professionals and interested consumers about the larger universe of good, beautiful design and how DXV's philosophy and aesthetics fit into it. The campaign was soft launched through the individual designer's social media spaces building momentum for the new DXV brand even before the official launch.

For further information about DXV and the DXV Design Panel, visit the American Standard pressroom here:  
<http://www.americanstandard-us.com/pressroom/american-standard-celebrates-15-decades-of-design-with-dxv>.

### About DXV American Standard

DXV by American Standard is a new flagship luxury bathroom and kitchen brand that celebrates and draws on the storied

plumbing company's rich history, now in its 15th decade. Available exclusively in showrooms, the DXV portfolio will launch this spring with more than 70 unique product and style offerings curated in a revelatory manner.

For more information on DXV by American Standard visit [dxv.com](http://dxv.com) or call (800) 227-2734

[About Veronika Miller, CEO of Monenus](#)

Veronika Miller, CEO of Modenus and DXV's "curator in chief," has collaborated with an inaugural group of six well-established designers — all influential bloggers — to fashion six individual spaces incorporating the DXV portfolio of products.

For more information on Modenus, visit [modenus.com](http://modenus.com) or call (321) 280-6868

[About Corey Klassen Interior Design](#)

Corey Klassen's Vancouver-based boutique residential design firm is an international award-winning practice. The company works with homeowners, general contractors, and allied professionals. With many needs, budgets, styles and project sizes, Corey Klassen Interior Design solves design problems.

For more information, visit [coreyklassen.ca](http://coreyklassen.ca) or call (604) 565-2159.

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High Resolution photographs and head-shots available upon request.