

# WATERMARK

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## **Watermark Designs Opens Showroom in Historic Flatiron District as Part of Boutique Interior Group's New York Showroom Collaborative**

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**Brooklyn, New York** – Watermark Designs, the leading manufacturer of decorative fixtures and bathroom accessories, announced the opening of its showroom in New York City, as a part of the collaborative showrooms in the newly opened BIG building. Located in the historic Flatiron District of New York City, the BIG showrooms will act as a one-stop location for designers and architects who want to see the best in domestically made high-end home design products.

“The BIG initiative and showroom collaboration fills a need in the way people view and learn about our products and our capabilities”, said Avi Abel, President of Watermark. “Watermark has worked on projects with all of the other manufacturers involved in BIG, which means that we are able to help each other in ways that stand alone showrooms cannot.” Avi continues, “We find that working collaboratively with other manufacturers makes us all stronger in the long run.”

Watermark has a history of collaboration with architects and designers such as Clodagh, who add their singular vision to Watermark's unique manufacturing capabilities. Together these collaborations have produced some of the most beautiful and sought-after faucets on the market.

The mission of the BIG collaborative is simple: to bring excellent domestic manufacturer's products and services to clients at very competitive prices. Because the manufacturers know each other and have worked on projects together, there are fewer mistakes, shorter schedules, and better overall coordination of projects.

The Flatiron District location provides these showrooms with a unique sense of history and flavor. The entire area is alive with shops and businesses, and there will be many events planned to celebrate the diversity of the many showrooms and shops.

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For over three decades, Watermark Designs has been a leading manufacturer of decorative plumbing fixtures, bathroom accessories, lighting and elegant hardware for the luxury commercial and residential markets. Based in the independent design hub of Brooklyn, and made in the USA, Watermark's designs are a reflection of the creative melting-pot from which they hail. As a true-manufacturer, their distinctive product quality is achieved using a combination of hands-on design and development combined with state-of-the-industry

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equipment. Combining sustainable product design with an eye towards architectural detail, they have commissioned and worked with some of the world's finest architects and designers, including the renowned Clodagh Design Studio, and they continue to find innovative ways to elevate their product designs and collections. Their ability to customize and create original product collections to meet client's exact specifications has made their Watermark ID program one of the industry's most successful. Watermark Designs' elite collections have been incorporated into some of the world's most exclusive hotels and high-rises including the Ritz Carlton, Shanghai; Trump Park Avenue, New York, NY; and The Eden Roc Hotel, Miami Beach, FL. In addition to being passionate about their work, Watermark Designs is firm in their commitment to the environment, and they aggressively invest in and develop new products with water-saving features while implementing environmentally-safe manufacturing practices. Watermark Designs is dedicated to a creative process that echoes through all of their cutting-edge products developed for the world in which we live. Visit Watermark Designs on the web at [www.watermark-designs.com](http://www.watermark-designs.com). For additional information contact DRS and Associates at 818.981.8210 or [www.drsandassociates.com](http://www.drsandassociates.com).

### **About Boutique Interior Group**

Boutique Interior Group (BIG) is a collaboration between several domestic manufacturers who have been serving the design and construction community for over 30 years. The group was formed when the owners of these companies started to discuss how they could all work together as a team to better serve the needs of the client's they all work for. Each member is a leader and well known source within his or her own specialty. It all happened very naturally when the members of BIG found themselves working together on many of the same projects and sharing helpful insights and information. Whether working on some detail of the kitchen and bathroom cabinetry designed by Clodagh, or hotel casegoods for Starwood hotels, the same individuals were involved. Benchmark Furniture, Watermark Designs, Evans and Paul, Apple Valley Woodworks, and Carvart Glass are the manufacturers that comprise BIG. The members of BIG can assist in the engineering/design, manufacturing, delivery, installation, and support of all your high end interior needs. This recently designed showroom is only open to the trade and professionals. Additional information on Boutique Interiors Group can be obtained via the showroom at 212-627-0060, email [info@boutiqueinteriorgroup.com](mailto:info@boutiqueinteriorgroup.com), or through the BIG website [www.boutiqueinteriorgroup.com](http://www.boutiqueinteriorgroup.com).

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