

# WATERMARK

MADE IN BROOKLYN, NEW YORK

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**FOR IMMEDIATE RELEASE**

**June 22, 2017**

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## **Watermark Designs Introduces Another Customizable Faucet Collection**

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*Using Stone, Metal, Concrete, Wood and a Website,  
Elements is the First Self-Designed Faucet Collection*

**BROOKLYN, NY** — Watermark Designs, the Brooklyn-based designers and manufacturers of plumbing fixtures and faucets, is once again redefining what custom faucetry means. If customization has become the hallmark of great design, Watermark Designs wants the industry to know that they've been making custom offerings standard for almost as long as they've been manufacturing in their factory in Brooklyn. Watermark's new Elements collection is ratcheting up how faucet choices are determined – not by the manufacturer, but instead by the consumer. With innumerable combinations, Watermark introduces Elements.

"We've always considered our collections bespoke: customization is a hallmark of Watermark Designs," says Avi Abel, president of Watermark. "As a smaller manufacturer, we are able to offer customers options, finishes and designs that you just cannot get in mass-produced factories. Our Elements collection is the continued evolution of how far we can go with custom designs. The materials, the finishes, the styling and even a website are all dedicated to the pursuit of tailored design."



**Elements with a variety of handle options.**

**The Elements collection is comprised of:**

Fourteen handle styles, which are called Covers and which were designed by the Watermark Designs Studio, are grouped into four material categories:

- more -



### **RAW**

Created by JM Lifestyles, USA  
Hand poured, sealed and reinforced concrete  
Choose from: Chalk, Military, Poured & Screed



### **ROCK**

Created by Marmi Serafini, Italy  
Uniquely hand-finished natural stones and marbles  
Choose from: Carrara, Exquisite Rose, Jungle & Volcano



### **LUMBER**

Created by WoodForm, USA  
Real wood grain and texture captured and sealed into concrete  
Choose from: Charred, Ground, Smoked & Teak



### **FORGED**

Created by Anka, UK  
Handworked and lacquered liquid metal  
Choose from: Oil Slick & Oxblood

- more -

Each **Cover** has a base, which is made of brass and available in any of Watermark's 24 finishes. Along with the base, there are two options for Inserts, which are decorative and help provide additional grip. The **Inserts** are available in two styles: Bridge style and Scallop style. These Inserts are also available in any of Watermark's 24 finishes. The **Inserts** are snapped into place and held using Watermark's patent pending rare earth magnets.

The collection has several faucet **Body** choices – also available in 24 finishes. Taken together, the number of design options is almost 387,072!

With the many options available for Elements, the design team – a collaboration with Watermark Designs' UK partner, The Watermark-Collection, and Watermark Designs – developed a website exclusively for Elements. The site will act as a tool to help people design their individual Element collection. Once designed, they can purchase their unique design from a local showroom.

You can experience the website here: [www.watermark-designs.com/configurator](http://www.watermark-designs.com/configurator)

### **About Watermark Designs**

For more than 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 equipment. Combining sustainable product design with an eye towards architectural detail, Watermark has worked with some of the world's finest architects and designers, including the renowned Clodagh Design Studio and more recently Mark Zeff Studio on their H-Line collection. The ability to customize and create original product collections to meet client's exact specifications has made the 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 residences, hotels and high-rises including the Ritz-Carlton, Shanghai and The Eden Roc Hotel, Miami Beach, FL. Their Brooklyn collection, which was designed in collaboration with INC New York even made its way to the South Street Seaport Museum, where it stood as a timeless piece of Brooklyn-inspired art. With their strong commitment to the environment, Watermark Designs aggressively invests in and develops new products with water-saving features while implementing environmentally-safe manufacturing practices. In 2014, they unveiled a collection called Elan Vital; a completely customizable collection that harks back to New York's industrial days combined with the best current technology. In 2015, Watermark won the Brooklyn-Made Award presented by the Brooklyn Chamber of Commerce for manufacturing outstanding, high-quality products to consumers, and in 2016 their Elan Vital faucet with telescopic spout won Interior Design Magazine's Best of Year award. Visit Watermark Designs 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).

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