



designer bathrooms

Press Contacts:
Lisa Jasper/Alex Kirkman
Veeder+Perman, 212-966-3759

WETSTYLE MAKES A SPLASH “ACROSS THE POND” WITH U.K. DEBUT

(MONTREAL, CANADA – OCTOBER 22, 2009) – The hand-crafted artisanal-quality bathroom fixtures and furnishings that have helped put seven-year-old WETSTYLE on the design map in North America are about to hit Europe’s shores. Its strategic advance into overseas markets begins this month as the Canadian brand launches its collections with the renowned British retailer C.P. Hart. Specialist in luxury plumbing and hardware, C.P. Hart will feature WETSTYLE’s distinctively contemporary products in both of its London showrooms, along with its Manchester and Guildford locations.

“WETSTYLE has always paid homage to Europe in both its styling and manufacturing processes, so it’s especially gratifying to take this all-important first step into a market that holds such potential for our brand,” said Mark Wolinsky, CEO of WETSTYLE. “We’re thrilled to make our entrée with an esteemed partner like C.P. Hart, which has a hard-won reputation as one of Europe’s go-to retailers for cutting-edge, design-driven bath furnishings for over 70 years.”

According to Wolinsky, WETSTYLE is available in over 140 select showrooms throughout North America and the Caribbean, and it is aggressively exploring expansion opportunities in Europe and Asia, among other markets. Its foray into the U.K. comes on the heels of the company’s introduction this summer of two acclaimed new ranges, the Be and M Collections.

For more information on WETSTYLE and its range of products, visit www.wetstyle.ca.