

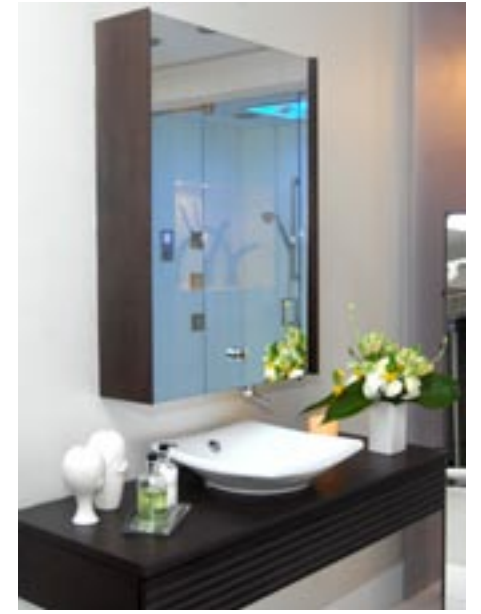
luxelaboratory

THE
KOHLER[®]
SPA EXPERIENCE

APRIL 3, 2008

THE EVENT

More than 40 influential New York editors visited the Kohler spa at Luxe Laboratory to preview Kohler's yet-to-be released FOUNTAINHEAD VIBRACOUSTIC™ BATH and the state of the art Kohler DTV II Shower. Kohler held a cocktail party to showcase the new products, plus a select group of editors came for private appointments and tried the brand-new products under the care of a Kohler Spa technician. Each Kohler Spa appointment was enhanced by the provision of Kohler bathrobes, Kohler Water Spa products, plush towels, beauty products and a salon station where editors had their hair blown-out and styled by renowned New York Stylist Mark McAlpine. Editors raved about the experience before leaving with a Kohler Water Spa gift bag and returning to work relaxed and refreshed.



THE ATMOSPHERE

Luxe Lab hosted Kohler's cocktail party where editors and influencers were immersed in a spa-like environment reflecting the truly unique and high-end aesthetic of the Kohler brand. Dozens of candles and expansive florals delicately decorated the space. Executive chef Brad Barnes of GigaChef served gourmet spa cuisine and fine wine while guests enjoyed exploring the Kohler Spa. Friendly faces from Kohler were on hand to explain and demonstrate the central features of the evening — Kohler's FOUNTAINHEAD VIBRACOUSTIC™ BATH and DTV™ II Shower.



THE KOHLER SPA

The Kohler Spa at Luxe Lab allows guests to actually experience Kohler's products in context so that they connect with the innovative concepts and technology behind them. The spa's newest features, the Kohler's FOUNTAINHEAD VIBRACOUSTIC™ BATH and state-of-the-art Kohler DTV™ II Shower complement the flowing curves and organic minimalism of the Spa and emphasize the role of technology in the bathroom. Both products offer an intuitive, all-in-one solution for indulging all the senses: the VIBRACOUSTIC™ BATH is a new multi-sensory bath that integrates water, light, sound and vibration with four individually choreographed, relaxing music experiences to create UNPRECEDENTED, TECHNOLOGY-BASED RELAXATION while the Kohler DTV™ II elevates showering to a complete sensory experience as the enhanced functionality of the digital interface controls not just water but sound, light and steam.



GUESTS INCLUDED

Carole Nicksin

All You

Dwyer Paulsen

All You

Linda Lentz

Architectural Record/Robb Report

Jami Supsic

Cottages & Gardens

Mollie Magill

Cottages & Gardens

Alison Hall

Elle Décor

Lindsey St. Clair

Family Circle

Kelly Will

Freelance Writer & Editor

Liz Forgang

Freelancer

Christina Peterson

Good Housekeeping

Carolyn Weber

Home

Chad Turnbull

Home

Elizabeth Roehrig

Home

Kitt Harris

Home

Wendy Manwarren

Home

Alice Liao

Kitchen & Bath Business

Anita Shaw

Kitchen & Bath Design News

Paul Makowski

Metropolis

Arlene Hirst

Metropolitan Home

Dawn Warner

Metropolitan Home

Katherine Nelson

Metropolitan Home

Matt Marin

Multi-Housing News

Maggie Carr

Trent & Company

Pam Wadler

Trent & Company

Brooke Ginsberg

Vogue

Caroline Huddleston

Vogue

James Reginato

W

Sara Lin

Wall Street Journal

Christine Cameron

Woman's Day SIP

Katie Kretschmer

Woman's Day SIP

Leslie Clagett

Woman's Day SIP

Mervyn Kaufman

Good Housekeeping

