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Brizo® and Fashion Designer Jason Wu Team Up to Offer a Complete Line of Sleek and Stylish Bath Products

Jason Wu for Brizo™ features SmartTouchPlus™ and TempIQ Technologies® combines sophisticated aesthetics with innovative technologies

INDIANAPOLIS – In November 2011, fashion for the runway and home collided when the highly anticipated Jason Wu for Brizo™ powder room collection debuted. The Brizo® brand and Jason Wu have since expanded the collection, giving homeowners the option to outfit their entire bathroom with pieces from the Jason Wu for Brizo full bath suite.

“The powder room collection launch was the first step in this exciting collaboration with Jason,” said Judd Lord, Brizo director of industrial design. “The full bath collection provides homeowners with the ability to further integrate fashion into the home with a suite of coordinating products for the master bathroom.”

The Jason Wu for Brizo collection strikes a delicate balance between sleek Scandinavian inspiration and Baroque detailing. The juxtaposition of ultra-modern clean lines and ornamentation marks the fusion of design styles from Jason Wu and the Brizo brand. For consumers, the end result is a sophisticated and inspired collection that now includes a variety of faucet configurations, including a fully electronic lavatory and vessel lavatory with SmartTouchPlus™ and TempIQ® technologies, as well as a single-handle lavatory available with optional SmartTouchPlus™ with TempID™ Technology, allowing touch or hands-free water activation with a temperature-indicating LED light. Widespread lavatory and wall-mount lavatory, 3- and 4-hole Roman tubs, single-handle floor mount freestanding tub filler, bidet and shower fixtures are also available. The faucets and shower trims in this full bathroom suite share the same architecture as the Odin™ bath collection, but are available exclusively in the Jason Wu for Brizo signature Matte Black finish.

The fully electronic faucets feature an EPV™ Electronic Thermostatic Valve, which replaces the traditional manual valve that sits below the deck. In addition to the unique design and unexpected rotating handle motion on these faucets, the electronic valve enables a number of cutting edge technologies:

- **SmartTouchPlus™ Technology** - The next generation of the revolutionary Brizo SmartTouch technology, SmartTouchPlus technology adds hand-free sensing to existing touch-sensitive operation. An LED light lets users know if they are in Touch Mode (solid color) or Hands-Free Mode (flashing) and changes color from blue to magenta to red to indicate water temperature.
- **TempIQ® Temperature Control Technology** - TempIQ Technology senses the water before the user does. An LED light built into the electronic faucet changes color from blue to magenta to red, letting consumers know exactly when water has reached the desired temperature. It adjusts the water mixture to ensure a consistent water temperature with no sudden (and unwelcome) increases or decreases. It also features a high-temperature limit stop at 120 degrees Fahrenheit (49 degrees Celsius), offering an added degree of safety in the bath.

About the Jason Wu for Brizo™ Bath Collection:

- Full collection of bath products with coordinating accessories
 - Single-handle, single-hole electronic lavatory faucet featuring SmartTouchPlus™ with TempIQ® Technologies
 - Single-handle, single-hole lavatory faucet with optional SmartTouchPlus™ with TempID™ Technology
 - Widespread lavatory faucet
 - Wall-mount lavatory faucet
 - 3- and 4-hole Roman tubs
 - Single-handle floor mount freestanding tub filler
 - Bidet
 - Pressure Balance Shower Valve
 - TempAssure® Thermostatic Tub/Shower and custom shower trims
 - Sensori® Thermostatic custom shower trims
 - Slide Bar and Wall Mount Handshowers with H₂Okinetic® Technology
 - Multi-Function Wall Mount Handshower
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 - Wall Mount Raincan Showerhead with H₂Okinetic® Technology
 - Ceiling Mount Raincan showerhead (available with 2.0 and 2.5 gpm flow rate)
 - Ceiling Mount Pendant Raincan Showerhead with H₂Okinetic® Technology
 - Euro Round Hydrati 2|1 Shower with H₂Okinetic® Technology
 - 18" towel bar
 - Tissue holder
 - Towel ring
 - Freestanding soap pump
 - Glass Shelf
 - Drawer pull and knob
 - Wastebasket
- H₂Okinetic® Technology
 - H₂Okinetic showers look different because they are different. The science behind H₂Okinetic® Technology creates a shower experience like no other. Each H₂Okinetic showerhead, handshower, and body spray contains an internal system that sculpts the water into a unique wave pattern, creating a consumer-proven feeling of more water, without using more water.
- WaterSense® Labeled¹
 - All lavatory faucets in this collection meet the WaterSense requirements, flowing at a rate that is less than the industry standard of 2.2 gallons per minute (gpm).
 - The WaterSense labeled lavatories of the Jason Wu for Brizo collection will provide up to 32 percent water savings², while the 2.0 gpm WaterSense labeled showerheads provide up to 20 percent water savings³, all without sacrificing the comfort and convenience of the user experience or the durability and life span of the product.
- Available Finishes
 - All faucets and shower trims are available in the signature Matte Black finish of the Jason Wu for Brizo™ collection. Accessories are offered with in Matte Black or either cool Polished Chrome or *Brilliance*® Brushed Nickel accents on select items.

For more information about Brizo kitchen and bath products or to locate a dealer, visit brizo.com.

About Jason Wu

Jason Wu launched his Ready-to-Wear Collection in 2006 with a unique and distinctive aesthetic. Through merging American sportswear with old world sophistication, he established a

¹ WaterSense is a registered trademark of the U.S. Environmental Protection Agency.

² Based on flow rate for lavatories of 1.5 gpm versus Industry Standard ASME.A112.18.1/CSA.B125.1 of 2.2 gpm.

³ Based on flow rate for showerheads and handshowers of 2.0 gpm versus Industry Standard of ASME.A112.18.1/CSA.B125.1 of 2.5 gpm.

supremely feminine and modern sensibility. He has emerged as one of the leading global talents based in NY but continues to evolve and grow as a designer.

About the Brizo® Brand

Brizo is a luxury fittings brand for those who understand that fashion isn't only about the clothes they wear – it's a lifestyle. The Brizo product team designs and crafts distinctive kitchen and bath suites that artfully blend form and function, transforming minds, moods and spaces. This approach has elevated the Brizo brand and its fashion-forward collections, many of which have been recognized by various outlets and organizations, including Design Journal with its Adex Gold Award™ and the Red Dot Award™. Rooted in fashion and design, the Brizo brand has been a primary sponsor for fashion designer Jason Wu since 2006 and a national sponsor of the St. Jude Dream Home® Giveaway since 2010. Brizo is the luxury brand of fittings and accessories within the portfolio of Delta Faucet Company, a WaterSense® manufacturer partner of the U.S. Environmental Protection Agency. Brizo products are available exclusively through fine kitchen and bath showrooms. For more information or to locate a showroom, visit www.brizo.com or call 877-345-BRIZO (2749).

Links to additional resources

[About Jason Wu for Brizo Collection](#)

[Brizo Online Press Room](#)

[About Masco](#)

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