



Media Contact:
Jamie Dammrich, MSLGROUP
312-861-5215
jamie.dammrich@mslgroup.com

The Virage® Bath Collection by Brizo® Demonstrates the Evolution of Classic Design

Bath collection provides a unique twisting, turning action for a new look in fittings

INDIANAPOLIS – Reinvention is at the core of what it means to be fashionable. The Virage® Bath Collection by Brizo® beautifully embodies this spirit with its evolution of a classic faucet design. The Virage collection refines the familiar, timeless geometry of a graceful arcing spout with an unexpected twisting, turning effect. The result is a hallmark Brizo design unlike anything else.

“The Virage collection was inspired by the beautiful iron work we found throughout Europe. It was everywhere – gates, balconies and door hardware – and it was stunning,” said Judd Lord, Brizo director of industrial design. “We used that inspiration to create a design that is outside the usual categories of traditional and modern. By offering a variety of finishes, Virage has the ability to appeal to a wide range of design sensibilities.”

The unique design of the Virage collection has gained international recognition. Twisting, turning details are carried through every element of the collection, from the faucet handles to the showerheads. The faucet received an honorable mention in the 2010 Red Dot product design competition, one of the largest design competitions worldwide.

About the Virage® Bath Collection:

Twisting, turning details are carried through every element of the collection, from the faucet handles to the showerheads. The Virage collection includes a full suite of fixtures that provide luxury and customization for the homeowner.

- Widespread lavatory
- Widespread vessel lavatory
- Wall mount lavatory
- Bidet
- Three and four hole roman tubs
- Single-handle floor mount freestanding tub filler with handshower
- Wall and ceiling mount raincan showerheads
- Pressure Balance and TempAssure® Thermostatic shower trims
- Sensori® custom shower trim
- A complete line of coordinating accessories, including lighting and a mirror
- H₂Okinetic® Technology
 - The science behind H₂Okinetic Technology creates a shower experience like no other. Each showerhead, handshower, and body spray with H₂Okinetic Technology 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® Labeled^[1]
 - All lavatory faucets in this collection meet or exceed WaterSense requirements, flowing at a rate of 1.5 or 1.2 gallons per minute (gpm), which is less than the industry standard of 2.2 gpm.
 - The WaterSense labeled lavatories of the Virage Bath Collection provide up to 32 percent water savings.¹ Meeting WaterSense requirements, H₂Okinetic showerheads, flowing at 2.0 gpm, provide up to 20 percent water savings,² all without sacrificing the comfort and convenience of the user experience or the durability and life span of the product.
- Variety of Available Finishes
 - The Virage bath collection is available in five finishes: Polished Chrome, Venetian Bronze®, *Brilliance*® Brushed Nickel, *Brilliance*® Polished Nickel, and *Brilliance*® Brushed Bronze.

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

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 Virage Bath Collection](#)
[Brizo Online Press Room](#)
[About Masco](#)

###

^[1] WaterSense® is a registered trademark of the U.S. Environmental Protection Agency.

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

² 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.