

Triangle

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# DRESSED FOR SUCCESS

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YOUR HOME SHOULD BE AS FASHIONABLE AS YOUR CLOSET.

Why save your best looks for a night out on the town? Bring your fashion sensibilities into your home, especially into your kitchen, with a little help from Elkay.

A home deliberately styled with color and modern lines is as welcome as a refined wardrobe. Functionality is a key factor in choosing kitchen sinks, faucets, and all the components that make a custom kitchen work at highest capacity. But homeowners should also consider how choosing different colors and forms will impart the



modern, transitional, or contemporary style that tells their story. Elkay has been known for product innovation in sink technology since its inception in 1920. But the company has also focused on making its sinks and fixtures key pieces of jewelry for the kitchen by developing new styles and finishes that optimize a curated look.

A sink is truly the utilitarian heart of the kitchen, and a workstation adds major functionality and style to the room. The Circuit Chef workstation, for example, is an entertainer's dream. Customized inserts, such as cutting boards, colanders, and bottom grids, operate on two tiers and move effortlessly from meal prep to entertaining to cleanup. Elkay's workstations also have inserts that enable homeowners



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to chill wine in one section of the sink while holding an impromptu charcuterie board in another.

But it's the modern lines and range of colors that enable homeowners to make a style statement. Classic stainless steel, smooth fireclay in white or matte gray, and the newest high-performance quartz colors of Arctic Fox white and Obsidian black, launching early next year, translate the language of each sink in a different way. The workstation's inherent design versatility is eye-catching, while new colors blend well with popular honed concrete and matte countertop finishes.

Fixtures can also make a design statement. Elkay's new Avado filtration faucet features clean lines and three finish choices of stainless, chrome, and matte black, providing functionality *and* customization.

It's all about choosing how you want to dress your home for success. Innovations in functionality and design continue to reach the marketplace. For homeowners and designers who want to take advantage of new products in inspired colorways to customize and showcase their personal style, the sky is the limit. ♦