

PRESS RELEASE

## STRASSER's Sleek, Modern SoDo Vanity Is More Versatile and More Colorful Than Ever

**Growing in sales by 15% a year, the European-style wall-mounted vanity delivers on buyers' increasing desire for contemporary fixtures**

(Woodinville, WA, November 8, 2022) With contemporary, European-style bath fittings and fixtures continuing to grow in popularity in the US, the **SoDo** vanity from STRASSER answers the call with a modern, wall-mounted profile and a range of trending finishes. Boasting sleek, clean lines, the SoDo vanity offers an edgy look for strong appeal, while the wall mounting creates an airy atmosphere of sophistication and precision. Six door styles ranging from slab to a modern miter allow for complete personalization to meet the needs of nearly any contemporary-leaning bathroom style.

SoDo's versatility is further enhanced by its 16 distinctive, proprietary luxe finishes, which make for a dramatic and elegant combination. As demand for bold-yet-elegant dark hues climbs dramatically, three colors stand out this year:

- **Lapis Night:** Quickly becoming one of Strasser's most popular finishes for the SoDo vanity, Lapis Night is a rich navy blue with a white undertone, reminiscent of a deep ocean or moonlit night sky. Lapis Night was inspired by the distinctive blue Van Gogh used in his masterpiece, "Starry Night."



SoDo vanity in Lapis Night

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# STRASSER



Homeowners are ready for color—we're seeing that clearly in the increasing demand for our darker hues and the reception we've received since introducing Lapis Night and our newest finish, NW Green. Along with their modern appeal, blue and green go so well with the polished brass, polished gold, and champagne fixture families that are popular right now.”

— Peter Ollestad  
Vice President of Sales  
STRASSER

- **NW Green:** New this spring, NW Green has received the best reception of any finish in Strasser's history. Inspired by Strasser's Pacific Northwest home, this soothing color blends the many green hues found in the forest to bring the ambience of nature indoors.
- **Dusky Oak:** This rustic-yet-sophisticated finish offers the soulful feel of reclaimed wood in a dark tone that ensures modern design versatility.

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The SoDo vanity is made in the USA with solid wood and veneer. It features soft-close European hinges and soft-glide European drawer mounts. A variety of door/drawer configurations are available in six widths ranging from 24 inches to 60 inches.

## About STRASSER

**STRASSER** manufactures high-quality, luxury freestanding and wall mounted wood bathroom furniture across a range of styles, sizes, configurations, species, and finishes, with well over 50,000 product combinations. Each vanity, cabinet, and accessory is crafted in the USA, built to order using cherry, maple, red oak and alder hardwoods sourced in the US and Canada. Engineered finishes meet the strictest regulatory standards. STRASSER prides itself on detailed craftsmanship, including solid-wood dovetail construction, hand sanding, soft-close doors and drawers, and solid-wood legs. STRASSER was founded in 1982 and is headquartered in Woodinville, Washington. For more information about STRASSER, call toll free 1-800-445-0494 or visit [StrasserWood.com](http://StrasserWood.com).

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