

STRASSER

PRESS RELEASE

STRASSER Announces Design Collaboration with Beverly Hills Interior Designer Christopher Grubb

Reflecting Grubb's signature architectural-inspired style, the new customizable collection brings fresh modernity to STRASSER's legacy bath vanity line

(Woodinville, WA, December 19, 2023) STRASSER, manufacturer of authentically handcrafted high-quality luxury vanities since 1982, will launch The Christopher Grubb Collection in the first quarter 2024. This is the first designer collaboration by STRASSER, and the new designs will feature the award-winning designer's signature clean-lined contemporary look and expand upon the manufacturer's market reach with top-echelon modern-styling.

The Christopher Grubb Collection for STRASSER will launch with two new designs—the Aldaire and Colville. Aldaire, distinguished by its bold modern look with metal accent reveals and legs, is offered in both wall-mount and furniture versions, which are available in two sizes and come with undermount and vessel sinks options. The Colville is a clean-lined, wall-mount style that's available in four sizes, and features either a single or dual finish highlighting STRASSER's legacy solid wood manufacturing and finishing process. The new contemporary vanities diversify the manufacturer's offerings while enhancing the current lineup, which ranges in style from transitional to traditional.

Grubb shows Colville design from new collection



"Our design partnership with Christopher Grubb was a natural fit for helping us delve into the contemporary genre," says Judy Hedreen, STRASSER's Chair, who points out the designer's reputation for modern style and expertise in the world of luxury design. "His understanding of the business is second-to-none," she adds, noting Grubb's previous collaborations within the kitchen and bath industry, as well as his reputation for creating memorable environments for nearly 30 years through his Beverly Hills design firm, Arch-Interiors, Inc.



**Designer,
Christopher Grubb**

Defined by clean-lined minimalism and simple forms, The Christopher Grubb Collection for STRASSER will include customizable options such as mirrors, built-in outlets, and a selection of counters and coordinating hardware and sinks. The variety will offer designers and homeowners alike new and exciting ways to personalize and create luxurious bath spaces. Finishes will similarly stay true to modernism with neutral and warm shades, including unique combinations such as White with Chocolate Brown and Natural Oak with Natural Walnut.

"I was thrilled with STRASSER's invitation to help expand their offerings into the contemporary market. They are impressive with a focus on high-quality materials, handcrafted fabrication talent, and even have an ability to formulate their own finishes and stains, which gave me an excellent set of tools to work from," Grubb explains. "It was such an honor to design new pieces that respect STRASSER's rich history and translate their traditions in a modern way."

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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, oak, walnut 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.

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