

ROCKY MOUNTAIN®
H A R D W A R E

KRAVITZ DESIGN

**KRAVITZ DESIGN AND ROCKY MOUNTAIN HARDWARE
TEAM UP FOR TROUSDALE**
A New Series For Both Doors And Cabinetry



(HAILEY, ID—MARCH, 2016) — When it comes to the art of hand-casting custom bronze architectural products that exude superior style and quality of craftsmanship, Rocky Mountain Hardware owns the stage. Yet it also has shared the spotlight over the past 20 plus years since its founding with an impressive lineup of design collaborators, perhaps none as surprising as its most recent teaming with Kravitz Design Inc., the New York-based firm headed by accomplished musician, actor, designer, Lenny Kravitz. The outcome of this newly forged relationship is **Trousdale**, a dynamic collection for both doors and cabinetry. It marks Kravitz Design's first foray into the hardware category and

adds a distinctive mid-century modern aesthetic to the options of designs in the Rocky Mountain Hardware portfolio.

Inspired by the architecture of the famed Trousdale Estates neighborhood in Beverly Hills, California—an enclave of mid-century modern homes that was put on the map in the 1950s and 60s by its celebrity residents—the collection features sleek architectural elements with angular profiles and a strong textural effect. All told, there are seven lever, grip and knob designs with complementary escutcheons for door applications; four cabinet pulls and knobs; and five accessory pieces, including a handsome door knocker. Designed to add both visual as well as functional intrigue to any residential or commercial space, each offering is available in 10 fine finishes, with customization to suit individual needs and tastes always possible, typifying Rocky Mountain Hardware’s unparalleled made-to-order practice.

“Kravitz Design has brought a compelling, edgy and welcome new collection to our Rocky Mountain Hardware family of products,” said Christian Nickum, the company’s president. “These additions broaden our range and give architects, designers and consumers a more diverse range of style choices.”

Commenting on the collaboration with Rocky Mountain Hardware, Kravitz said, “I was drawn to the collaboration with Rocky Mountain Hardware because of the high quality products they produce. They create hand crafted hardware pieces with time honored casting methods. It was a pleasure to work with all the talented artisans and I’m pleased to present Trousdale by Kravitz Design, a collection inspired by modern architecture, mid-century glamour and hand crafted quality.”

To learn more about Rocky Mountain Hardware and its suite of architectural products visit its new website, www.RockyMountainHardware.com, or social media channels (Facebook, Instagram, and Twitter). And, to help you tweet the news: @kravitzdesign and @RockyMtHardware team up to toast Trousdale, their new architectural hardware collection for both doors and cabinets.

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About Rocky Mountain Hardware

Founded in 1994, Rocky Mountain Hardware is a leading manufacturer of bronze architectural hardware. Based in Idaho, it operates three production facilities including one of the few remaining metal foundries in America where its bronze creations are hand-cast using methods passed down by generations of artisans. The range of designs includes door and cabinet hardware, kitchen and bath accessories, tile, plumbing, lighting and more. The company also has extensive custom capabilities as well as a division dedicated to the hospitality industry. Its distribution is global through decorative hardware showrooms. Authentically "Made in the U.S.A.," Rocky Mountain Hardware products are cast of 90% post consumer recycled materials.
www.rockymountainhardware.com.

About Kravitz Design, Inc.

Kravitz Design, Inc. (KDI) was founded by Renaissance man and legendary music icon Lenny Kravitz. Focusing on residential, commercial, and product design, the company's team encompasses a diverse group of creative professionals that have executed a variety of projects throughout the world. KDI touts a portfolio of noteworthy ventures around the world, with a range that includes Paramount Bay a 47-story bay front condominium project in Miami, development of pop-up environments for Pepsi's new Kola House hospitality brand in Milan and Dubai, luxury suites in Las Vegas and Miami Beach for the SLS Hotel brand, a collection of ceramic tiles for Lea Ceramiche and created a collection of sunglasses and watches for the Brazilian brand Chilli Beans. Most recently KDI undertook the creative vision for the re-launch of world renowned Parisian nightclub L'Arc, designed a limited edition camera and case for Leica called the "Correspondent" and launched a 20 piece furniture collection with CB2.
www.kravitzdesign.com @kravitz_design.