

Ronbow Introduces the New FORMA Vanity by Pininfarina at KBIS 2017

The Signature Series by Ronbow welcomes a new vanity inspired by nature

Orlando, January 12, 2017 - **Ronbow**, global manufacturer and distributor of high-end bathroom furnishings, introduces the new **FORMA vanity by Pininfarina** at this year's **KBIS 2017**. FORMA, which means "shape" in Italian, was **inspired by the extraordinary beauty of nature**, specifically the multiple layers of rocks that form to create canyons. FORMA expands the collaboration between Ronbow and Pininfarina which began last year with the VENTO collection, winner of the 2016 Good Design Award.

"We are honored to collaborate with Pininfarina and to align our brand with such a prestigious, globally lauded company" said **Jason Chen**, Founder and CEO of Ronbow. "In creating the FORMA, we have executed an innovative piece that lives up to Pininfarina's vision, which emphasizes precise, cutting-edge Italian design and engineering."



"The FORMA collection by Pininfarina is inspired by a mix of natural elements and functionality, a great balance, able to create a long lasting beauty" said **Paolo Trevisan**, Head of Design for Pininfarina of America in Miami, Florida. "It's an extension of the Pininfarina lifestyle, coming from the curves of the architectural structures and the heritage performance of sleek auto design, now represented inside as a unique home living experience."

The **curvy, innovative shape** of the FORMA mirrors the **fast, elegant lines** found throughout the bodies of Pininfarina's car designs; this aerodynamic element sets the collection apart from other sinktop vanities. The one-of-a kind piece is made up of solid wood construction and multiple layers of hardwood fit together. FORMA also boasts in maximum storage including a built in hidden drawer inside the vanity's main drawer and storage compartments. The matching mirrors were also designed with layers on the top and bottom, as well as multiple layers throughout the sides.

The mirror is completed with built-in speakers. To activate the speakers, the mirror utilizes integrated Bluetooth Technology to connect with user's smart devices. Forma is available in vanity sizes 42" and 66" and two finishes: Bleached Oak and Carbon Black.

See the FORMA collection live at KBIS, booth W371 at the Orange County Convention Center.



For additional information and to arrange an interview with Ronbow, please contact David Schlocker at DRS and Associates: (818) 981-8210. For more information on Ronbow, please visit www.ronbow.com. To see more of Ronbow's Signature Series collections, please visit www.ronbow.eu.

About Ronbow®

For over a decade, Ronbow® has been a leading global company in the design industry that produces luxury bathroom furnishings with a focus on wood and ceramic products. Founded by CEO and owner Jason Chen in 2002, the company is family run and continues to build on its exemplary reputation for quality, luxury and design innovation. From rich traditional to classic contemporary and refined European collections, Ronbow offers a multitude of styles and finishes to complement any design aesthetic. The highly-acclaimed Signature Series by Ronbow is a diverse collection of extreme quality and refined luxury with globally trendsetting bathroom products designed by the world's premier artists, designers and design firms, bringing together 11 new collections from nine top European designers under one brand. Leading designers include: Phoenix Design, Kurz Kurz Design, Pininfarina, Ora Ito, Matteo Thun & Antonio Rodriguez. Approved by the Sustainable Furnishing Council, all Ronbow products are eco-friendly and rely on sustainable materials whenever possible. The company is based in the San Francisco Bay Area (Fremont, Ca.) and owns two large-scale manufacturing facilities in Shanghai, producing their furniture, stone and ceramic, ensuring the highest quality products available. Ronbow products are installed in millions of homes and businesses and are sold and distributed in select showrooms and retailers worldwide.

About Pininfarina

Pininfarina is a 360° design house of international repute and a symbol of Italian style in the world. Pininfarina has designed in the fields of transportation, electronics, sporting goods, furniture/home equipment, machinery, consumer products, graphic design and packaging, architecture and interiors. For over 86 years Pininfarina has partnered with the most prestigious firms and brands transferring the values of elegance, purity and innovation that have historically characterized the Pininfarina identity and unmistakable line resulting in icons of timeless beauty. Pininfarina Extra has its headquarters in Italy and a design studio in Miami, FL.

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