

KOHLER OPENS FIRST RETAIL LOCATION, AT MART

Chicago — Kohler has officially opened the company's first retail location, a 7,000-sq.-ft. space in Chicago's Merchandise Mart, the plumbing products manufacturer announced.

Designed by Janson Goldstein Architects, the Kohler Store is open to the public, as well as to trade professionals, and features functioning kitchen and bath products from Kohler, Kallista and Robern brands, according to the company.

More than 300 products are on display in an array of styles, colors, and faucet finishes, Kohler said.

The focus of the showroom's design is the "Kohler Designer Series," a collection of 35 room plans created by designers including Laura Bohn, Clodagh, Christopher Coleman, and Benjamin Noriega-Ortiz. Each room portfolio includes a watercolor rendering, floor plan, material samples, sourcing information and background and contact information for each interior designer. With the aid of in-house project consultants, customers can then realize and personalize



concepts, Kohler said.

Services also include complementary two-dimensional space-planning, a project planning guide, quick-ship on featured products, personalized catalogs and fee-based, in-home consultations and installer options, Kohler added.

"The Kohler Store was designed so that people can see, touch and feel before they buy," said store manager Michelle Kowalski.

The showroom — open Mon.-Fri., 9 a.m to 5 p.m. and Sat., 10 a.m. to 3 p.m. — is located in the southeast corner of LuxeHome at the Merchandise Mart.