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Industry-Leading Home Design Brands Create First ELEVATE Design Collective

Six Top Brands Announce Alliance to Bring Home Accents to Forefront of Style & Design

CARMEL, Ind. (April 5, 2016) – A first-of-its-kind alliance, the ELEVATE Design Collective, was announced today to bring together six industry-leading home design brands [Delta® Faucet Company](#), [Formica Corporation](#), [Hunter Fan](#), [JELD-WEN®](#), [KitchenAid®](#) and [Schlage®](#), to highlight home accents within home style and interior design conversations. Anchored in design trends from top industry designers, the ELEVATE Design Collective creates a prominent voice for style-oriented brands in the interior design space. The Design Collective will provide design-driven insight and inspiration to interior designers, architects and remodelers.

Collaborating to transform home accents — from faucets, kitchen appliances and countertops to door hardware, doors and fans — into design statements, the ELEVATE Design Collective partnered with the Pantone Color Institute™, a color research and information center recognized throughout the world as the leading source for color information, to create a signature ELEVATE color. Based on the brand designers' insights into upcoming home trends, the ELEVATE Pantone color will be incorporated into a collection of custom products from the participating brands and unveiled at an exclusive launch event in a NYC urban loft space during New York Design Week. Together, the ELEVATE Design Collective will showcase the power of utilizing home accents to create a cohesive and unique design aesthetic.

“We are very excited to partner with the ELEVATE Design Collective as truly innovative brands have come together with a unique design vision,” said Laurie Pressman, Vice President of the Pantone Color Institute. “At the Pantone Color Institute, we are committed to providing brands a greater understanding of color to help tell their story; the vision captured within the ELEVATE Design Collective is reflective of color and interior design trends brands and designers are seeing in the home space.”

The vision to create the ELEVATE Design Collective began with Schlage, a brand of Allegion that has created stylish, innovative door hardware products for more than 95 years. Schlage recognized the opportunity to bring like-minded, home accent brands together to make a larger contribution to the interior design industry and educate influencers and consumers alike on the latest styles and trends in home design.

“We are thrilled to kick off year one of the ELEVATE Design Collective and feel a strong alliance with each brand in our effort to bring home accents to the forefront of the design and style conversation,” said Tamara Douce, influencer marketing manager, Schlage. “A home’s style is created and defined in the details. Well-chosen pops of color, texture, placement and functionality make a home reflective of the homeowners’ personal taste. It is our goal to empower interior designers, architects and remodelers to feel confident in making those design choices.”

The ELEVATE Design Collective will be supported with a dedicated microsite offering a behind-the-scenes look at the NYC urban loft project, and the brand designers' inspiration and insight into the creation of the custom ELEVATE Pantone color.

To learn more about the ELEVATE Design Collective and the 2016 participating brands, visit [ELEVATE Design Collective](#) to sign up for updates and join the conversation on the [ELEVATE Instagram](#) and [Facebook pages](#).

About The ELEVATE Design Collective

The [ELEVATE Design Collective](#) is a first-of-its-kind alliance of industry-leading brands that have come together to bring home accents to the forefront of the style and design conversation in home remodeling and renovation. The 2016 ELEVATE Design Collective is transforming the look and feel of the entire home with brands including [Delta[®] Faucet Company](#), [Formica Corporation](#), [Hunter Fan](#), [JELD-WEN[®]](#), [KitchenAid[®]](#) and [Schlage[®]](#). For more information, visit [ELEVATE Design Collective](#) and join the conversation on the [ELEVATE Instagram](#) and [Facebook pages](#).

About Pantone and the Pantone Color Institute

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, is the global color authority and provider of professional color standards for the design industries. Pantone products have encouraged colorful exploration and expressions of creativity from inspiration to implementation for more than 50 years. Through the Pantone Color Institute, Pantone continues to chart future color direction and study how color influences human thought processes, emotions and physical reactions. Pantone furthers its commitment to providing professionals with a greater understanding of color and to help them utilize color more effectively. Always a source for color inspiration, Pantone also offers designer-inspired products and services for consumers. More information is available at www.pantone.com/plus. For the latest news, trends, information and conversations, connect with Pantone on [Facebook](#), [Twitter](#), [Pinterest](#), and [Instagram](#).

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