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## Schlage® Opens Doors to New Possibilities with the ELEVATE Design Collective

*Industry-Leading Home Brands Elevate the Conversation about Home Accent Pieces in Interior Design*

**CARMEL, Ind. (June 22, 2015)** – [Schlage](#)®, a brand of Allegion that has created stylish, innovative door hardware for more than 95 years, is expanding its design footprint by spearheading the [ELEVATE Design Collective](#). A first-of-its-kind design alliance, ELEVATE consists of six industry-leading home design brands, [Delta® Faucet](#), [Formica Corporation](#), [Hunter Fan](#), [JELD-WEN®](#), [KitchenAid®](#) and [Schlage](#)®, to highlight home accents within style and interior design conversations.

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. In collaboration with creative partners Young & Laramore and Havas Formula, Schrage formed the ELEVATE Design Collective to elevate these industry-leading home accent brands to the forefront of the design conversation.

To bring the concept to life, the ELEVATE Design Collective unveiled the custom ELEVATE Pantone Color—Single Malt—in a distinct urban loft in SoHo during New York Design Week, showcasing custom products from each of the participating brands featuring the new color. Traditionally thought of as a finishing touch added at the end of the design process, these products were instead used as the starting point, with Single Malt as the thread to tie the products together while bringing warmth to the loft's Scandinavian design.



With an overarching design vision from interior designer Jennifer Wagner Schmidt of JWS Interiors and kitchen design consultant Mary Jo Peterson of Mary Jo Peterson, Inc., the Single Malt color and design theme was carried throughout each room in the loft. Creating the first touch point and first impression of the renovated loft, a custom Schrage L-Series mortise lock was installed on the front door. Each interior door was outfitted with Schrage's modern Northbrook lever with Upland trim in the sleek Matte Black finish, incorporating the Single Malt color as an accent on each piece. This look was signature to the ELEVATE Design Collective loft, but these Schrage products are available in a variety of different styles and finishes.

“Our goal in the ELEVATE Design Collective loft was to use subtle instances of the Single Malt color—from the faucets, kitchen appliances and countertops to the door hardware, doors and fans—to create a strong, cohesive overall design statement,” said Tamara Douce, influencer

marketing manager, Schlage. “The custom door hardware carried the design theme from room to room, showing that hardware alone makes a strong design statement. When paired with other accent pieces, it elevates the overall design of a space.”

As a style and technology leader, Schlage is dedicated to creating quality door hardware that stands the test of time and complements consumers’ continually evolving tastes. The brand offers thousands of timeless combinations with unique designs and finishes—including the recently released Satin Brass and Polished Nickel finishes—that combine traditional, transitional and contemporary styles.

The modern Northbrook lever featured in the ELEVATE Design Collective loft can be purchased in Satin Nickel in select stores nationally and online, priced from \$35.99. To learn more about this product and other styles and finishes from Schlage, please visit [www.schlage.com](http://www.schlage.com).

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

#### **About Allegion™**

Allegion (NYSE: ALLE) is a global pioneer in the field of safety and security. We keep people and their property safe, wherever they are, bringing together simple solutions and advanced technology. Allegion is a \$2 billion company, with products sold in almost 130 countries. For more, visit [www.allegion.com](http://www.allegion.com).

#### **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®](#), [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](#).

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