



FOR IMMEDIATE RELEASE

NATIVE TRAILS TO SHOWCASE TWO NEW COLLECTIONS AT BDNY 2021

Booth #1857 to Feature 25th Anniversary Precious Metals Sinks and New NativeStone® Charcoal Finish

San Luis Obispo, Calif. (October 2021) — **Native Trails**, a leader in artisan-crafted, sustainable kitchen and bath products that make a grand visual impression with a small ecological footprint, will exhibit for the fourth time at Boutique Design New York (BDNY) on November 14-15, 2021, at New York's Jacob Javits Center. Celebrating Native Trails' 25th anniversary, the brand will display sinks from the Precious Metals anniversary collection in a selection of finishes including 24k Matte Gold, Platinum, and Silver.. The booth will also feature a new Charcoal finish for its sustainable NativeStone Collection, including the brand's freestanding soaking tubs, sinks and vanity tops - all on display. Juxtaposing age-old artisan traditions with contemporary design and sustainable materials provides unique design solutions for consumers, architects, and design professionals alike.

"Every product that we launch embodies our core value of bridging cultures," said Naomi Neilson, Founder and CEO of Native Trails. "With its dramatic color, rich texture, and naturally industrial appeal, the new Charcoal finish is going to be a showstopper in any bathroom. Meanwhile, the Precious Metals collection perfectly exemplifies how we have evolved since our start 25 years ago, yet have also stayed true to our roots."

Native Trails celebrates the culture and humanity that its handcrafted goods embody, valuing artisan traditions worldwide. Each product and collection is thoughtfully designed, focusing on innovation, sustainability, and quality. Not only does the brand enrich people's lives and enhance their living spaces by creating inspiring kitchen and bath products that combine artisan craftsmanship with natural, sustainable materials, but it stimulates the artisan communities through fair trade practices.

Highlights of what will be on display in the **Native Trails booth #1857** include:



Precious Metals, Bliss Fireclay Bathroom Vessel Sink in (L to R) Platinum and White, 24k Matte Gold, and Silver.

Native Trails' Bliss is an exquisite round vessel sink featuring radiant glazes that exude beauty and grandeur. As one of five designs from the brand's 25th anniversary Precious Metals collection, Native Trails worked with master craftspeople in central Italy to combine age-old artisan culture with modern design. The high-quality bath products are molded from fireclay by expert ceramicists, fired twice at temperatures reaching over 2,200 degrees, then glazed by hand with genuine precious metals, and fired a third time. The sinks are sealed through a proprietary process to ensure they uphold an incredibly fine aesthetic of luxury while also boasting unparalleled durability for long-lasting performance and allure. Undeniably luxurious, generously sized and extremely functional, Bliss will endure the test of time as an heirloom for generations.



NativeStone Mendocino Freestanding Soaking Tub in Charcoal

Initially introduced in 2014, NativeStone products are handcrafted by artisans in Vietnam using a breakthrough combination of natural fiber and cement. Offered in Pearl, Ash, Slate, Earth, and now Charcoal finishes, NativeStone products are 40 percent lighter, much stronger, and far more sustainable than traditional concrete products. They generate less waste, require less energy, are easier to install, and are less expensive to ship than traditional concrete. Each NativeStone sink and tub is sealed using NativeStone Shield™, which penetrates the concrete on a molecular level to create a protective yet integrated barrier against stains and scratching.

Native Trails products are available through over 1,300 showrooms throughout the United States and Canada. The full list of Native Trails product distributors can be accessed at <https://nativetrailshome.com/showrooms/>.

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About Native Trails

Founded in 1996 by Naomi Neilson, Native Trails was built on the foundation of Naomi's passion for artisan tradition, sustainability, and fair trade practices to bring the work of undiscovered artisans from central Mexico to living spaces throughout North America. Combining the artisans' age-old traditions with contemporary design and sustainable materials, Naomi broke new ground with Native Trails' iconic, hand-hammered recycled copper sinks and helped to introduce copper as a mainstay material for the kitchen and bath. Under Naomi's pioneering guidance, Native Trails has expanded far beyond copper sinks; its artisan-made product lines have grown to include groundbreaking NativeStone® concrete sinks and bathtubs, bath vanities made of reclaimed wood and metals, a range of home decor products, hand-spun Italian glass sinks, and now Italian-made fireclay sinks coated with genuine precious metal glazes. Today, Native Trails leads the industry in artisan crafted, sustainable products for kitchen and bath design; their handmade sinks, tubs, and bathroom vanities are sold in over 1,300 showrooms throughout the United States and Canada. As a Certified B Corporation, Native Trails is proud to join others in using business as a force for good. Additional information about the brand and products can be found at www.nativetrailshome.com.

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