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FOR IMMEDIATE RELEASE:

Belwith Keeler Décor Solutions Launches Major Collections and Collaborations at Kitchen & Bath Industry Show

Largest product expansion, daily booth transformations, custom industry tools, partnership news headlines an expansive show lineup

Grandville, MI (February 2024) – Belwith Keeler® Décor Solutions returns to the Kitchen & Bath Industry Show (KBIS) with an outstanding line up of product designs from across its [Keeler Brass Company®](#), [Belwith Keeler](#) and [Hickory Hardware®](#) brands. From new finishes and more than a dozen design debuts to first-of-its-kind industry tools and cross vertical partnerships, Belwith Keeler is set to wow 2024 show attendees at booth #2565 in West Hall.

Flipping the Traditional KBIS Booth

“How do we show our multi-brand, yearlong launch cadence in a show that only lasts three days?” asks Nikki Kennedy Grantham, creative director, Belwith Keeler Décor Solutions. “With more than 130 years of breaking boundaries with innovation, we’re bringing our innovative thinking to our presentations strategy at KBIS.”

For the first time in KBIS history, an exhibitor will be “flipping” or changing its booth aesthetic. Each day of KBIS will bring a transformation of the Belwith Keeler Décor Solutions booth, focusing on one of several new finishes being offered throughout the Belwith Keeler hardware catalog.

To celebrate the launch of the gun metal, alabaster, black nickel, and black nickel vibed finishes, each day of the show the Belwith Keeler Décor Solutions booth will take on a different theme. Attendees are encouraged to stop by every day of the show as collections on display will change to highlight and celebrate a different palette each day with a giveaway. Daily cocktail parties will match the theme of the day from 3-5PM on Tuesday, February 27 and Wednesday, February 28, and from 10AM to noon on Thursday, February 29.

Bijou Collection Expands with Third Installment

Two years ago, [Belwith Keeler](#) launched the Bijou Collection to award-winning acclaim. The second installment of jewelry-inspired hardware received overwhelming praise, receiving close to a dozen industry awards last year from industry media and associations. This year, the third installment will be the largest addition to the Bijou Collection.

“The Bijou collection has been making its mark as statement hardware since its launch in 2022,” says Kennedy Grantham. “Relying on an unparalleled historical reference library, we are unveiling eleven historically based designs in new items reimagined in current finishes.”



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The new designs joining the Bijou Collection include:

Akoya: Emulating the spherical forms of precious Akoya pearls, this dateless design encapsulates eternal simplicity.

Cinch: The icon of minimalist hardware, the lip pull category showcases a practical and restrained approach to outfitting cabinet door fronts. The polished and unobtrusive design of the Cinch pull acts as a supporting accent rather than overtaking the main event.

Fringe: Slick, clean and precise, the Fringe lip pull is a discreet modern design marked with angular features for a sharpened profile. With classic simplicity at its core, Fringe showcases all the hallmarks of practical minimalist design with a contemporary edge.

Mingle: A representation of sacred geometry, the circle is a universal ancient symbol representing unity, perfection, and wholeness. Two rings combine to present a timeless classy design.

Meandros: A design unabashedly inspired by the Greek key, it symbolizes eternal motion and the bonds of life and love. A distinct pattern that has become a staple in textiles and furnishings.

Polly: The Polly knob presents a dimensional geometric silhouette that is at once understated yet daring. Like a baguette cut gemstone, its simple geometry creates wide faceted planes primed for capturing just a hint of light.

Precedent: The foundation of many designs, the rectangular form strikes a balance with familiarity and security. With its innate basal shape, Precedent represents a strong structural attitude with a sense of permanence.

Luminescence: A lavish linear pattern radiates from the center, capturing light beautifully off every curve. Reminiscent of Art Deco sunburst motifs, the Luminescence pulls are a captivating blend of symmetry, repetition, and geometry.

Stesso: Strong and rigid architectural lines are juxtaposed with slight angles. This minimal design emphasizes structural elements over decorative design. Robust and gallant, utilize Stesso as a stand-alone piece or paired as door cabinet accents.

Paramount: Stately, impressive, and imposing, the lengthy Paramount pull is a showstopping design featuring three acrylic colors including a translucent tortoise shell, suspended from refined elegant posts, with gently flared endcaps. Paramount's audacious scale makes for a head-turning statement.

Bringing The Berkshires Home

Along with the debut of the largest collection installment in the brand's history, Belwith Keeler will launch the Berkshire collection, inspired by the picturesque country kitchens found in the mountainous New England region of the same name.

"With the Berkshire Collection, we were looking for the connection to disconnection, if you will," says Kennedy Grantham. "Some of my most memorable times were in quaint settings in my grandmother's home in the mountains. She would make pies from scratch before we would arrive and walking in, I can still remember that smell. There was just such comfort in her kitchen. This collection tries to capture that quiet, simple aesthetic."

The Berkshire collection offers two modernized cup pull designs with double boring for versatile sizing within the pull, and a deeper finger pocket for an enhanced tactile experience.



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Keeler Brass Company Expands Anthology Series

After debuting its rare luxury series Anthology and an industry-first partnership with luxury appliance brand Monogram™, [Keeler Brass Company](#) returns to KBIS with an expanded offering and a state-of-the-art free standing display in partnership with Bentwood Luxury Kitchens.

“Last year, Keeler Brass Company catapulted into the luxury design scene with the Anthology series, designed in-house and manufactured in the U.S.,” Kennedy Grantham recalls. “We brought to life our goal of creating the ultimate in customized hardware, and we continue to take it to the next level.”

As part of the expansion of the Anthology series, two new leather colors will be added to the more than 30,000 possible combinations, including a beautiful gray and a unique application of a woven brown.

“Calling on my upholstery background, our new woven brown leather option is constructed on the bias, creating an elegant basketweave appearance,” shares Kennedy Grantham.

All the options offered in the Anthology series will take center stage on a new standing display designed by Keeler Brass Company, and created by Bentwood Luxury Kitchens.



“Made of rift cut oak completed in a seagrass finish with graphite and polished nickel accents, this unique furniture-inspired display showcases yet another Keeler talent in the world of custom capabilities,” shares Kennedy Grantham. “We researched luxury dressing rooms and custom closets as well as European jewelry displays, and then took pencil to paper. Just as we have for more than 100 years.”

Kennedy Grantham will share how the customizable Anthology series works in tandem with the Keeler Brass Company’s online configurator and designer tool kit during DesignBites on the KBISNeXT Stage located in the South Hall beginning at noon on Tuesday, February 27.

Lastly, the Monogram Designer Collection x Richard T. Anuszkiewicz and Keeler Brass Company will also be celebrated at the show. Inspired by fine jewelry, the Monogram Designer Collection is offered in two thought-provoking aesthetics for custom appliances in brass and titanium finishes. Both offerings feature striking finishes wrapped with Greenguard Gold Certified, durable leather with state-of-the-art, decorative brass trim.

To learn more about or request images of the launches from Belwith Keeler and Keeler Brass, and to schedule an interview with Nikki Kennedy Grantham at KBIS 2024, please contact: kjenkins@fairgamepr.com.

About Belwith Keeler

Refined in Elegance and built on a rich heritage, Belwith Keeler crafts luxury decorative cabinet hardware with an expert fit and finish specifically for kitchen and bath showrooms. Belwith Keeler is part of the Belwith Keeler Décor Solutions® division brands that include Hickory Hardware®, Keeler Brass Company® and First Watch® Security. For more information, call 1-877-556-2918 or visit www.belwith-keeler.com.

About Keeler Brass Company

The Keeler Brass Company® offers rare luxury solid brass and bronze hardware proudly and wholly designed in-house and 100 percent manufactured domestically in America. For generations, the Keeler name has been a beacon of unrivaled quality and unparalleled craftsmanship. Keeler Brass Company is part of the Belwith Keeler Décor Solutions® division brands that include Hickory Hardware®, Belwith Keeler® and First Watch® Security. For more information, call 1-877-556-2918 or visit www.keelerbrasscompany.com.

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