

## **Hindware Collaborates with Coveted Fashion Designer Manish Malhotra for Its New Super-Premium Brand ALCHYMI**

**Mumbai, 27<sup>th</sup> July 2017:** Hindware, an iconic bathware brand announced its collaboration with India's leading fashion designer Manish Malhotra. Under this partnership, Manish Malhotra has created eponymous collection of bathroom suites for its recently launched super premium bathware brand ALCHYMI. The collection is created in Hindware Design Studio using Flosense™ technology which is an amalgamation of the finest materials, craftsmanship and best-in-class technology.

Our world is made of four elements – water, air, fire and earth. Our creator has created such symphony between these elements that they never feel out of place or order. This symphony of elements is the inspiration behind FloSense. The design philosophy creates a seamless harmony in looking at things that crafts products which are a sight to behold.

ALCHYMI, a brand that symbolizes “Style meet craft”, in collaboration with Manish Malhotra has introduced four bathroom suites, i.e., Symphony, Black pearl, Earthen Escape and Minimal Moda. These suites lend an aesthetic edge to the designs which appeal to existing Hindware customers and help draw new urban customers who are looking beyond functionality. The new brand is slated to present an equally strong case for itself to the seekers of elegance as well as those who look for contemporary designs.

Commenting on the collaboration, Mr. Sandip Somany, VCMD, HSIL Limited said, *“Manish Malhotra is one of the most important voices in the Indian fashion industry today. His aesthetic sensibilities are not confined to the world of beautiful clothes. He understands what appeals to the eye. Collaborating with him has been a very passionate and fun exercise. We wanted to think big, push boundaries and design bathrooms that are elegant and contemporary and ALCHYMI stands for this ethos.”*

Mr. Manish Malhotra said, *“When Mr. Manish Bhatia from HSIL reached out to me and shared the brand ethos, I was very excited as a designer, as I always believe any product should be an amalgamation of material and style. ALCHYMI stands just for that. This collaboration with ALCHYMI has been personally fulfilling as it helped me to step out of my comfort zone. I had a great time experimenting with diverse textures, colors and design and the end result are these four beautiful bathroom suites. This is such a special collaboration and it is perfect for young urban Indian consumers who are looking to add a signature look to their homes.”*

The Manish Malhotra conceptualized bathroom suites starts at INR 50,000 onwards. The collection is available exclusively only at Hindware Expert stores across India.

### **ABOUT HSIL LIMITED**

HSIL Limited, a listed company, is the leading player in the Indian sanitaryware and faucet industry and is the 2nd largest in ‘container glass’ in South India. HSIL limited has three business segments namely Building Products Division having Sanitaryware products under brands like QUEO, ALCHYMI, Hindware Italian Collection, Benelave, Raasi, Amore & home decor solutions under EVOK; Packaging Products Division under Associated Glass Industries & Garden Polymers; and Consumer Products Division having home solution products under brands such as hindware Kitchen Ensemble, Hindware Atlantic, Hindware Snowcrest, Moonbow & Hindware Vents.

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**For further information please contact:**

Weber Shandwick

**Meenakshi Oberoi**

Email: [moberoi@webershandwick.com](mailto:moberoi@webershandwick.com)

Mobile: +919860569994