

DU VERRE: THE HARDWARE CO. SPONSORS SOCIAL MEDIA EVENT: BLOGTOUR



BLOGTOUR
The world. Designed.

LONDON 2012
Presented by Modenus



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#blogtour2012

Du Verre Hardware, a leader in quality and original design for contemporary cabinet hardware, announces their sponsorship of BlogTour London. The event is organized by Modenus.com.

BlogTour London will bring a group of the most influential and inspiring American and Canadian interior design and life style bloggers to the London Design Festival. The bloggers will meet their British peers and be immersed in all things design related during the festival, as they visit and report back from major exhibitions. This social media based design tour focuses on creating a dialogue between the international design and cultural communities in the US and the UK and will highlight the importance and influence of London as a major design hub.

"We want to extend our exposure to the design community in the UK. This event will get us in touch with designers and architects at the forefront of the design world." stated Gina Lubin, one of the founding partners of Du Verre.

Through their collaboration with an outstanding roster of award-winning designers and artists, Du Verre has raised the bar on innovative hardware design and the sustainable use of materials. Thanks to progressive manufacturing methods, each piece of die cast hardware is crafted in eco-friendly recycled aluminum that is fully compatible with LEED objectives. Known for originality, sculptural designs, warm textures and beautiful finishes, Du Verre's hardware collections exude a global elegance and classical silhouette that will suit the highest quality cabinets and fine furniture.

Modenus.com CEO Veronika Miller had this to say, "We organized BlogTour in response to the extraordinary amount of digital buzz we saw coming from the bloggers we had worked with in the past. We wanted to create an initiative that would bring bloggers to the main trade shows but also allow enough space for them to explore the wealth of design on display at smaller venues, so they can provide their readers and social media following with a first hand look at the festival, in what is a bloggers signature style: Enthusiastic, vibrant and chock full of personality. We have always been committed to showcasing the best design products from both sides of the Atlantic and bringing these amazing bloggers to see their peers along with all that is fresh and exciting in interior design was the obvious next step."

THE HARDWARE CO.

www.duverre.com