



UTOPIA BATHROOM GROUP LIMITED
PRESS INFORMATION

UTOPIA UNLEASHES YOU™ POTENTIAL

Utopia is highlighting the limitless creative possibilities of its YOU™ modular furniture through a series of stunning new roomsets. Designed to encourage a more adventurous and imaginative approach to YOU™, the new images comprise highly individual combinations of items from the range and will feature prominently in the new Utopia brochure, due out in early January.

Helen Bray, Marketing Director, explains, “We wanted to demonstrate the true potential of this range by encouraging people to build their own individual look. Whilst the new images still benefit from that distinctive modular look, they have a more refined, precise quality.”

To assist the mix and match approach to the range, Utopia has now priced up the various components individually.

Two of the new images feature Midnight Grey Gloss, reflecting the importance of this dramatic new finish. Launched at KBB2008, Midnight Grey Gloss has quickly established itself as one of the company’s best-selling finishes, possibly because it offers a stylish alternative to black.

For further information, please contact the Utopia Customer Services team on 01902 406402.

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