

DU VERRE THE HARDWARE COMPANY SPONSORS SOCIAL MEDIA EVENT: BLOGTOUR



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#blogtour2011

Du Verre Hardware, a leader in quality and original design for contemporary cabinet hardware, announces their sponsorship of BlogTour 2011/2012. The event is organized by Modenus.com, in partnership with the Architectural Digest Home Design Show in New York City and MyDeco.com.

BlogTour will bring a group of prolific design, travel and lifestyle bloggers based in the US 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 such as designjunction, Decorex, and 100% Design as well as smaller events hosted by Britain's most noted designers. This first ever, 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've always wanted to extend our exposure in the UK and this event will get us in touch with designers and architects that have a handle on the world of design," 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."



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