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title: Originality, redefined: VADO at Clerkenwell.

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FOR IMMEDIATE RELEASE

Cheddar, Somerset – Leading bathroom brand **VADO** is set to unveil a striking, design-led showroom installation at **Clerkenwell Design Week 2025**, marking the brand's first-ever appearance at the UK's leading independent design festival.

Renowned for its expertise in brassware, VADO's presence at Clerkenwell Design Week signals an exciting new chapter in its evolution. The immersive display will spotlight the brand's journey in design, celebrating its rich heritage while teasing a bold direction for the future — one that steps confidently beyond brassware and into a broader product landscape.

Situated in a full-floor showroom-style space, VADO's pop-up exhibition promises to be a destination for those seeking thoughtful design, enduring quality, and eco-conscious solutions.

"We've always been about more than just brassware — design has always been at the heart of everything we do," says **Angela Neve**, Product and Marketing Director. "Clerkenwell gives us the perfect platform to show the design community what VADO has quietly been building: a future that's just as exciting as our legacy."

In addition to showcasing its acclaimed product ranges, including their upcoming, sustainably-minded **Safari** collection, VADO's exhibit will engage visitors with tactile displays and storytelling elements that reflect the brand's enduring commitment to craftsmanship, creativity, and environmental responsibility.

"This moment is another significant milestone for VADO," adds **Andy Baines**, Managing Director. "It's about showing up in the design world in a way that reflects who we are today — a brand rooted in British design, looking forward with confidence, clarity, and a bit of spark."

VADO's participation in Clerkenwell Design Week forms part of a wider brand expansion and is a natural progression from the company's long-standing commitment to quality, sustainability, and forward-thinking design. With nearly 40 years of heritage behind it, the brand is poised to make a lasting impression on Clerkenwell and beyond.

For more information on VADO's full range of products, please visit the website www.vado.com. T: +44 (0) 1934 744466 E: sales@vado.com

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Boilerplate

About VADO

VADO is a leading British bathroom brand, renowned for creating high-quality brassware and designed bathroom products for both residential and commercial spaces. With nearly four decades of expertise, VADO blends performance, style, and durability to deliver beautifully engineered solutions that elevate everyday living. As the brand continues to expand beyond brassware, VADO remains committed to thoughtful design, sustainability, and creativity across its growing product portfolio. Headquartered in Somerset and trusted by designers, specifiers, retailers, and installers worldwide, VADO is proud to be part of the global Norcros Group.