

Ashley Norton Introduces Luxe Modern Leversets

Knurled and reeded detailing blended with clean lines creates
a luxuriously enhanced user experience

Luxe Modern Leversets Collection



(Pompton Plains, NJ, June 6, 2019) Ashley Norton introduces the Luxe Modern Leversets collection of handcrafted architectural hardware. With an overall sleek and modern look, each design in the collection features a distinctive textural pattern. With either a knurled or reeded detail, the levers add both visual and tactile interest to a door or entryway. Part of the Solid Brass Collection, the ergonomic levers provide users with a more pleasant and engaging experience when opening the door— all while speaking to today's desire for modern luxury.

"We believe that interaction with architectural hardware should be a pleasant and memorable experience. Adding

knurling and reeded textures to the design lends a tactile and visual appeal to the hardware—the only part of a door that users touch multiple times a day,” says Ashish Karnani, Vice President of Ashley Norton. “Plus, the combination of clean lines and unique texture gives the collection a particularly luxurious aesthetic,” Karnani adds.

The Luxe Modern Leverset collection consists of five distinctively modern options. All three designs—the geometric **Knurled Bauhaus** lever, the tubular **Knurled Fountain** lever, and the cap-styled **Knurled Phoenix** lever—include a unique hash mark-styled knurling detail. A reeded pattern, similar to the ridges found on the side of a dime, adorns the **Reeded Bauhaus** lever and **Reeded Fountain** lever.

Forged from premium brass material to allow for superior quality and polish, the Luxe Modern Leversets are available in seven finishes including Satin Brass, Venetian Bronze, Satin Chrome, Polished Brass, Polished Nickel, Unlacquered Brass, and one of today’s top trending hardware finishes, Flat Black.

Designed for use in high-end residential, commercial, and hospitality projects, passage sets start from \$230. The Luxe Modern Leversets, along with Ashley Norton’s entire collection of architectural hardware, is available at leading kitchen and bath dealers throughout the United States.

About Ashley Norton

Established in 1987, Ashley Norton offers a vast collection of handcrafted architectural hardware to suit even the most discerning designers and homeowners. Using only the finest art quality Solid Bronze and Solid Brass, our highly skilled craftsmen produce each piece in the collection, including interior handlesets, entry handlesets, cabinet pull handles, cabinet knobs, appliance and door pulls, bath hardware and other home accessories. The resulting one-of-a-kind texture and patina makes each individual element a personalized work of art. From contemporary to traditional, the array of designs, finishes, and styles we offer allows one to make a cohesive design statement throughout the entire residential, commercial, or hospitality project. We’re proud to offer one of the most diverse collections of architectural hardware in the industry, always with a focus on environmental responsibility and impeccable customer service. In addition to today’s finest homes, our products can be found in Wynn Las Vegas, Wynn Macau, Treasure Island, The Bellagio, Beau-Rivage, and the Ritz Carlton, Naples. For more information about Ashley Norton call 1-800-393-1097 or visit [AshleyNorton.com](https://www.AshleyNorton.com).



**Top: Reeded Bauhaus
in Venetian Bronze;
Bottom: Knurled
Phoenix in Flat Black**

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