

JEE-O expands award-winning soho series with RAW

Following the resounding success of the robust and minimalistic [soho series](#), JEE-O is introducing the soho RAW series: soho in its rawest form. RAW is the pure form of the soho series and consists of brushed stainless steel. Aside from the RAW look, the products in the soho line now are also available in powder coated mat green and grey for the first time.

The soho collection originally consists of sturdy design faucets and showers made from stainless steel and finished with a dark hammer scale coating. Design without fuss with a single accent. Rounded shapes make the design friendly and accessible. The black coating has been eliminated in the RAW series, which even further reinforces the industrial appearance.

Soho with some colour

Aside from the new RAW implementation and the original black series, JEE-O is also introducing two other hip colours: powder coated mat green and grey. Timeless colours, yet contemporary. They are consistent with the trend that allows colours to be present in the bathroom as well.

This is entirely in line with the vision of Lammert Moerman, JEE-O Creative Director and Owner: "Design has permeated all facets of our lives. In the [JEE-O](#) vision, the bathroom is the last hurdle for which often there still is no room for beautiful design. While starting and finishing the day surrounded by tremendous products gives you an enormous boost."

The bath mixer, basin mixer/kitchen faucet, bidet mixer, wall mounted basin mixer, wall mounted hand shower, ceiling mounted shower head and accessories from the collection are from now on also available in the RAW version and in the mat green and grey colours.

Dutch design

The [soho series](#) is the result of a collaborative effort between JEE-O and the Amsterdam designer duo [Grand & Johnson](#); two creative heavy weights who in terms of style are a match made in heaven with JEE-O. Together they know how to shape maximised minimalism. The JEE-O soho 01 shower, the very first joint design, in 2014 won a RedDot Design Award and in 2016 the German Design Award.

About JEE-O

JEE-O brings beautiful design and functionality together in bathroom concepts. But it doesn't stop at bathrooms. The JEE-O designs also fit perfectly into the rest of the home, such as the kitchen, the sauna, near the pool or on the beach. JEE-O is minimalistic and innovative with a cosmopolitan character. Bold and striking but with a refined touch: JEE-O creates concepts with space for body and mind. Other eye-catching JEE-O collections are the new [bloom series](#), created by Dutch interior designer Edward van Vliet, and the [flow series](#), the result of a collaborative effort between JEE-O and the Italian industrial designer Brian Sironi.

Note for the editor, not for publication

The soho RAW and the new colours can be admired during Design District in the Van Nelle Fabriek in Rotterdam from 6 through to 8 June. For additional information contact Hannah El Fassi at hannah@fnke.nl.