

PRESS RELEASE

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An Ode to Outdoor Living: JEE-O Launches Outdoor Magazine Featuring Big Wave Surfer Nic von Rupp

Nijmegen, The Netherlands – June 2025 – Dutch design brand JEE-O has released the **Outdoor Magazine** – a bold and visually stunning tribute to life under the open sky. Headlined by Portuguese big wave surfer **Nic von Rupp**, the magazine celebrates the pure freedom of outdoor living and showcases JEE-O's signature freestanding outdoor showers in their most natural habitat.

Known for its minimalist aesthetics and high-end stainless steel designs, JEE-O pushes the boundaries between architecture and nature. The **Outdoor Magazine** brings this philosophy to life, offering inspiration for architects, designers, and design-savvy homeowners who seek to elevate outdoor spaces with authentic design statements.

"We wanted to create more than a product brochure," says JEE-O founder Lammert Moerman. "This magazine captures a mindset – one that values freedom, energy, and the raw beauty of the outdoors. It reflects who we are as a brand."

Highlights include:

- A **visual portrait of Nic von Rupp**, captured on location
- Architectural **project photography** from around the world
- A look behind the scenes of **JEE-O's iconic outdoor collections**
- Lifestyle features and design trends curated for the outdoor season

Outdoor Magazine is available in print and digital editions, and has already been distributed among key partners and professionals all over the world.

Download the digital version or request your **press copy** via:

 marketing@jee-o.com

 <https://jee-o.com/outdoor/>

About JEE-O

Bold, refined and unmistakably minimalist – JEE-O bathroom concepts combine functional luxury with striking design. Each collection begins with a freestanding shower as the centrepiece, from which a full range of products evolves. Collaborating with designers worldwide, JEE-O creates timeless collections that offer space and serenity for both body and mind. For those who dare to stand out. Founded in 2004 by creative visionary Lammert Moerman, JEE-O has grown into a global brand. Its collections include stainless steel showers and taps, DADOquartz baths and basins, and a wide range of accessories – all crafted to enhance the everyday ritual of bathing.

JEE-O We energise

note for the editor, not for publication

*For more information about JEE-O or its products, please contact marketing@jee-o.com
or call: **+31 (0)85 04 35 820**.*

Download HR image material of the JEE-O outdoor magazine and some projects in the mediakit.

www.jee-o.com