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## **LBL Lighting Will Unveil Largest Introduction in Its History at Dallas Market's January 2012 International Lighting Market**

***Introduces More Than 70 New High-Design Lighting Fixtures Exemplifying Glamour and Fashion; Utilizes Beautiful Materials in Unexpected Ways***

**CHICAGO (January 3, 2012)** – [LBL Lighting](#) announced today it will unveil its largest introduction ever at the Dallas International Lighting Market, January 19 – 23 (Showroom # 3925 - TM). LBL's new introductions reflect the spirit of the LBL brand's future -- to deliver beautiful, [design-infused lighting](#) that consistently offers an innovative twist. This new brand vision is the result of a year-long collaboration between LBL Lighting's General Manager Steve Sorensen and the artistic vision of Dennis Beard, the company's lead Product Designer and Artistic Director; who both joined the company in late 2010. The complete 2012 collection includes more than 70 innovative pieces designed by Dennis Beard.

LBL's 2012 collection also offers great breadth, spotlighting the company's growing leadership in the suspension, flush, wall, bath and outdoor categories. Across categories, the collection demonstrates a refreshing desire to take risks. Its [lighting fixtures](#) are highly inspired by influences and textures that originate outside of lighting - such as fashion, international travel, jewelry, and nature -- and consistently surprise and delight by successfully using familiar materials in new ways.

### **Expect the Unexpected -- Innovation with Crystal**

LBL Lighting's innovative use of [crystal](#) in the 2012 collection is a wonderful example of how the company adds an artistic flair to a traditional concept. For instance, the 7" **Mademoiselle Pendant** (right) is a delicate, yet dramatic fixture, featuring a single or double sheet of [Swarovski™ Element Crystals](#) draped elegantly, like fabric, over a simple MR16 bulb. Clear or gold crystals are artfully set throughout a web of sterling silver chain with satin nickel fittings, delivering minimalistic-approach bling within a romantic décor.

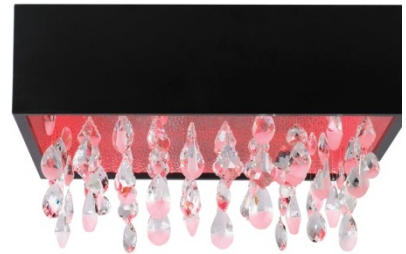




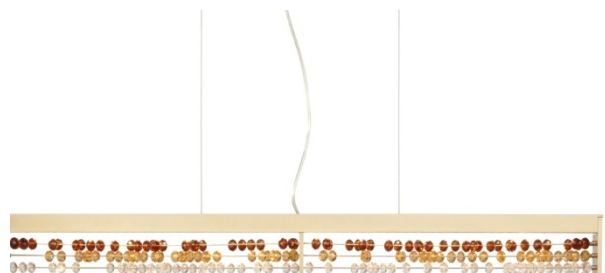
The **Roxie** (left) is another dramatic [statement lighting](#) piece from LBL that reinterprets the traditional crystal chandelier concept in a bold, playful and unexpected way. Inspired by an oversized brooch made of antique chandelier pieces, the Roxie utilizes a design of fixed crystals in a departure from the traditional dangling approach of most chandeliers. Two large interconnecting circles lie at the heart of this fixture, hanging as an orb at approximately 22" in diameter. Clear crystals varying in size, thickness and length have been strategically placed and fixed around each circle – all pointing toward the fixture's graphical vanishing point in the center. Then Roxie's light source cascades from the top, shining down through the crystals for, theatrical effect.

### **Expect the Unexpected -- Adding Drama to the Ceiling and Suspension Categories**

LBL Lighting's 2012 introductions in the [ceiling and suspension lighting](#) categories deliver on the company's vision of providing attention grabbing focal points. The **Lulu** (right) is a 21.7" square and 6" high (without crystals) flush mount fixture lined in hammered metal that features playful, suspended crystals in varying lengths, which are illuminated by 32-watt, remote-controlled, color-changing LEDs. The fixture adds such depth, drama and impact to a room that it can also be used as a modern chandelier.



LBL Lightings introduction of the **Roka** (right) also brings a sophisticated yet playful new twist to the suspension category. The 36" long and 3.4" tall fixture features layers of brilliant colored glass beads arranged in an abacus-like fashion. The free flowing crystals are illuminated by LEDs and can be moved to create various designs and gradations of colors.



## Expect the Unexpected -- Everyday Materials Used in Unexpected Ways



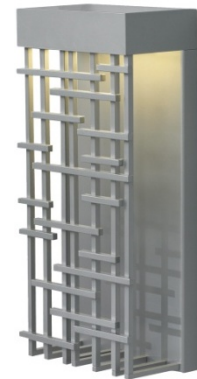
LBL's new Zip and Glama Suspension fixtures exude fashion forwardness by celebrating the beauty and interest of traditional sewing notions as a design centerpiece. The **Zip Suspension** (left) is a 8" X 20" fabric drum that takes a page from modern-day fashion stylebooks by using zippers as a design accessory. The fixture is illuminated by an opal glass diffuser.



The **Glama Suspension** (left) is equally as refreshing and unexpected. The fixture's repeating vertical hook-and-eye detail pulls together a natural fabric drum surrounding an opal glass diffuser and is completed with satin nickel finial and hardware. The shade is 20" in diameter and 8" high, a perfect size to hang individually or in pairs over a long table, island counter or central storage in a walk-in closet.

## Expect the Unexpected -- High-Fashion Lighting for the Outdoors

LBL Lighting's 2012 collection also features numerous additions to its expanding [outdoor lighting](#) category. Its new **Pier 60** series (right) is modeled after the beautiful hardscape structures used by landscapers to strategically add architectural interest to outdoor settings. The Pier 60's modern metal grid design features beams of varying sizes illuminated by a delicate balance of light and shadow. It includes a replaceable 9.6 watt 2700K LED module.



### About LBL Lighting:

Headquartered outside of Chicago, LBL Lighting has been designing and manufacturing the most novel and [creative lighting](#) in the industry for more than 40 years. The company's diverse portfolio of lighting products includes a wide range of [chandeliers](#), [suspension pieces](#), [flush mounts](#), [wall sconces](#), decorative [glass pendants](#), [architectural heads](#) and [outdoor wall fixtures](#). LBL Lighting is a Generation Brands company. LBL Lighting's products can be found in lighting retailers and through sales representatives across North America. Please visit [www.lblighting.com](http://www.lblighting.com).

### About Generation Brands:

Generation Brands is one of America's leading companies serving the lighting, electrical wholesale, home improvement, home décor, and building industries. The company has an outstanding portfolio of fashionable and functional lighting fixtures, ceiling fans, and decorative products that provide value and growth to customers and end-users. The company's success is derived from its ability to serve its customers and end-users with superior service, leading edge design, and outstanding quality.