

# THERE'S ONLY ONE™ ELECTRIC MIRROR®

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## NEWS RELEASE

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### **Electric Mirror's Novo-4 Lighted Mirror Featured in CBS News Cast about Marriott's London Edition Hotel** *Mariott CEO Arne Sorenson and Designer Ian Schragger Appeared on CBS This Morning to Promote New Hotel Opening*

(Seattle, WA) The London Edition, a new hotel in the Marriott International chain, will be pampering guests with Electric Mirror's Novo-4 Lighted Mirrors with LED wall glow. Located in London's historic Fitzrovia district, the former Berner's Hotel has undergone a dramatic make-over at the hands of creative consultant Ian Schragger, best known as the man behind Studio 54 in New York.



Watch the video at: <http://www.electricmirror.com/project/video/>.

For the Sept. 12 unveiling of its London Edition, Schragger has captured the essence and energy of a city that he believes has been newly energized. "This is a world-class city, up there with New York, Miami and L.A. The food, design, fashion, art – it's a cultural capital," he said.

The new London Edition will have 173 guest rooms, with "minimalized" bathrooms, featuring the Novo-4 in customized sizes of 48" X 34" and 60" X 34" mirrors with LED's and in metal frames. The simplicity of these Electric Mirrors with ambient lighting aptly conveys Schragger's intent to provide guests with the ultimate in streamlined modern conveniences while acknowledging the timeless style of this world-famous city.



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“People do not want something derivative,” Schragger said. “They want the real thing and this is the whole idea behind Edition.”

The unlikely partnership between Ian Schragger, known for his hip and trendy approach, and Marriott, prompted CBS to do a short feature on the London Edition. That story, which aired September 10, 2013, included video showing the luxury bathrooms with the Novo-4 lighted mirrors.

CBS anchor Charlie Rose asked Schragger and Marriott CEO Arne Sorenson what they each brought to the table in creating the boutique hotel. Sorenson said Schragger’s, “keen eye for a special boutique experience,” was critical to the design element of the London Edition, and that Marriott’s emphasis on customer service made for a successful partnership on the project. Schragger said his intent for the London Edition was to create “invisible design – not a design on steroids. I wanted something simple, so when you walked in, it felt really good.”

The Edition brand is all about creating a lifestyle experience based on location, rather than fitting into a corporate mold. For the London Edition, Schragger is focusing on modernization, ultimate convenience and contemporary entertainment. It’s an attitude as much as a look, according to Marriott, and for the London Edition this attitude is a balance of personalized service, friendliness and one-of-a-kind beverage and entertainment offerings.

### **About Electric Mirror:**

Electric Mirror® is the Leader in lighted Mirrors and Mirror TV Technology™, serving the hospitality and residential industries for over fifteen years. With product lines that include modern lighted mirrors, mirror TVs, waterproof TVs, medicine cabinets, sconces, and makeup mirrors, Electric Mirror’s presence in the luxury hotel industry is known throughout the design community as simply unsurpassed.

As the pioneer of Lighted Mirror and Mirror TV design, Electric Mirror’s industry-leading reputation for product innovation, customization, and made-in-the-USA quality is unmatched. Strong design and surprising technology make Electric Mirror’s products instantly communicate flawless luxury to discerning hotel guests and homeowners worldwide. The company proudly holds 33 industry-leading patents, with dozens more pending.

Learn more about Electric Mirror by visiting [www.electricmirror.com](http://www.electricmirror.com). Go to <http://www.electricmirror.com/buying-from-us/request-a-quote-2> to request a quote, send an email to [sales@electricmirror.com](mailto:sales@electricmirror.com), or call us directly at 425 776-4946.

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