

HOME FURNISHINGS

Brizo taps top chef as first culinary ambassador

October 30, 2017



Michael Voltaggio is Brizo's first culinary ambassador. Image courtesy of Brizo

By STAFF REPORTS

Kitchen and bath fittings maker Brizo is highlighting its kitchen line's blend of form and function by partnering with a celebrity chef.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Michael Voltaggio, the owner of Los Angeles eatery Ink.Well and winner of the Bravo reality competition series "Top Chef," will appear in advertising for Brizo kitchen products and will also host brand events.

"Chef Voltaggio is known for his distinctive culinary style and expertise," said Laura Brooks, senior brand manager at Brizo, in a statement. "Every dish he creates unfolds in a perfectly complex way, appealing to all of the senses.

"In the same respect, everything we do as a brand is grounded in inspiring unique spaces with beautiful design and precise execution," she said. "As a fan of Brizo products with a strong passion for the creative process, we know Chef Voltaggio embodies our brand mission and are excited to work with him as an authentic, engaging brand ambassador."

Cooking channel

Mr. Voltaggio began his cooking career at 15. In addition to his Los Angeles restaurant, Mr. Voltaggio founded Sack Sandwiches.

He also serves as chef and partner in the Voltaggio Brothers Steak House at MGM National Harbor, a joint venture with his brother Bryan. The chef siblings are also opening the fast-casual fish sandwich outpost STRFSH in Santa Monica in October.

Mr. Voltaggio's first effort for Brizo is a campaign for the brand's Litze Kitchen Collection. The faucet models in the collection include a bent tube spout fashioned in three different shapes, meant to combine craftsmanship with cooking needs.



Campaign creative featuring Michael Voltaggio. Image credit: Brizo

Communicating the culinary uses of the faucet line, Mr. Voltaggio is positioned behind a sink and cutting board in the creative.

Furthering Brizo's take on Living Fashion ([see story](#)), the chef also appears in images wearing a suit rather than an apron.

Available now, the Litze faucets are the first to be offered in a Matte Black/Brilliance Luxe Gold split finish and a Brilliance Luxe Gold finish.

"As a chef and restaurant owner, balancing functionality in execution with culinary style and design on the plate is paramount," said Mr. Voltaggio. "Working with the Brizo team is exciting for me, personally and professionally, because Brizo is a brand that understands innovation does not come at the cost of sacrificing style.

"The right faucet streamlines culinary tasks as the one tool used throughout the entire cooking process and as the center of my kitchen, so it has to look good and work hard," he said.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.