

For more information, contact:
simplehuman
Mia Fields
310-436-2306
mfields@simplehuman.com

Simplehuman Partners with Neiman Marcus to Introduce the New Wide-View Sensor Mirror

TORRANCE, Calif. (November 30, 2015) – Luxury household brand simplehuman, known for their sleek and innovative products, launched the wide-view sensor mirror exclusively at Neiman Marcus. The new addition to their line of lighted vanity mirrors has a variety of features to help improve your daily beauty routine.

The mirror has a wide viewing area with adjustable side panels, enabling users to view themselves from any angle. Unlike other mirrors, the wide-view sensor mirror has the full color spectrum, for the brightest, most color-correct view. It has an LED light that automatically illuminates as your face approaches and the tru-lux light system mimics natural sunlight, favorable for makeup application.



The mirror is also app-enabled – the first of its kind. Through the simplehuman app, users can adjust the lighting on the mirror with a variety of preset light settings, or capture ambient light from different locations - like your office or favorite restaurant - to recreate the same color temperature and intensity on your mirror. Users can better manage their beauty routine by using the alarm feature, which flashes the mirror lights to alert users at a particular time.

The clean, minimal design of the mirror fits well in any bathroom, adding a hint of style and elegance. In addition to being cordless, the mirror is also rechargeable, lasting up to 3 weeks on a single charge.

The wide-view sensor mirror is exclusively available at Neiman Marcus stores, www.neimanmarcus.com, and www.simplehuman.com.

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About simplehuman – tools for efficient living

simplehuman was founded in 2000 with the mission to reinvent the trash can. Today the Los Angeles based company has expanded its vision to design “tools for efficient living” with more than 150 patented innovations. The simplehuman collection has received international design recognition and is available at a wide array of retailers and at simplehuman.com.