

FOR IMMEDIATE RELEASE:

Hydro Systems Introduces Lido *A Luxurious New Bathtub Inspired by Miami's Iconic Fontainebleau Hotel*

Valencia, CA, Fall 2023 – Hydro Systems, the foremost innovator in hydro-therapeutic luxury baths and customized wellness, announces its newest contemporary bathtub, Lido. A re-envisioning of the standard oval shape, Lido features an expanded 1.5-inch-wide deck that gently dips downward in the front. The forward, shapely design enables ease of entry and makes a dramatic and sculptural statement.

Lido takes inspiration from renowned architect, Morris Lapidus, designer of the Fontainebleau Hotel in Miami Beach in 1954. Breaking conventions, Lapidus created what is now considered a modernist masterpiece, pioneering the use of sweeping curvilinear shapes. With its simple silhouette, the Lido bathtub, offers a departure from traditional form and ushers in a new design without sparing comfort or luxury. Additionally, homeowners and designers can optimize any Hydro Systems' tub with one of the brand's cutting-edge hydro therapies, including Cold Plunge, Hydro Indulge and Thermal Air, seamlessly transforming a soaking vessel into a therapeutic, health-filled or indulgent at-home experience.



Lido Freestanding Bathtub in Matte Stone Grey



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Gottsocho-Schleisner Collection, Library of Congress, Prints and Photographs Division

"We are continually seeking ways to elevate the bathing experience," said Ken Steinhardt, Hydro Systems' marketing director. "Lido is inventive, inviting, and was built with comfort in mind. Every Hydro Systems' tub is bespoke, to maintain exceptional quality, and, most important, to assure that it meets exact specifications and preferences."

Part of Hydro Systems' Metro collection, Lido measures 66" long and is outfitted with a 31-degree back slope that contours the body. Made of a premium solid surface material, HydroLuxeSS™, the tub can be specified in 15 Premium Color options including: Black, Concrete Grey, Tarpaulin Grey, Stone Grey, Grey Beige, Pastel Violet, Purple Violet, Moss Green, Terra Brown, Sapphire Blue, Distant Blue, Orange Brown, Carmine Red, Red Orange, Signal Orange.

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In addition to sizing and color, Lido, can be specified in matte or polished two-tone finish to meet any design aesthetic. Lido is available through Hydro Systems' authorized dealer network. As with all Hydro Systems' products, Lido is made by hand and manufactured in the United States from two facilities located on the East and West Coasts.

						
Signal Orange HYDROLUXE SS™	Distant Blue HYDROLUXE SS™	Tarpaulin Grey HYDROLUXE SS™	Grey Beige HYDROLUXE SS™	Purple Violet HYDROLUXE SS™	Moss Green HYDROLUXE SS™	Red Orange HYDROLUXE SS™
						
Sapphire Blue HYDROLUXE SS™	Terra Brown HYDROLUXE SS™	Pastel Violet HYDROLUXE SS™	Orange Brown HYDROLUXE SS™	Carmine Red HYDROLUXE SS™	Stone Grey HYDROLUXE SS™	Concrete Grey HYDROLUXE SS™

HydroLuxe SS™ Premium Colors



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About Hydro Systems

Hydro Systems has been transforming the bath through the restorative power of water since 1978. Today, Hydro Systems is third-generation family-run business known for crafting bespoke bathing systems that are healing works of art. The company's products—made entirely in the U.S.—are defined by innovative design, fine craftsmanship, high quality materials and are fully customized to meet clients' visions of wellness. To learn more about Hydro Systems, please visit <https://hydrosystem.com>.

Images and information available [here](#)

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