

Newport Brass Reawakens: Legacy Refined for Modern Living

The iconic brand reemerges to lead the luxury kitchen and bath market with timeless design, enduring quality, and renewed purpose

NEWPORT BEACH, Calif., Sept. 16, 2025 /PRNewswire/ -- [Newport Brass®](#), renowned for its high-quality, custom finish solid brass faucets and fixtures, proudly announces its official relaunch. This bold new chapter honors its heritage as a hallmark of American handmade craftsmanship while embracing a contemporary vision for luxury living. Admired by designers, architects, and homeowners, Newport Brass returns with renewed clarity and purpose: to preserve the elegance of craftsmanship and forge fixtures of permanence—carrying forward a legacy refined for modern living.

Founded in 1989 in Newport Beach, California, Newport Brass stemmed from the simple belief that the objects we live with should be as enduring as they are beautiful. Rooted in the quiet elegance of coastal living, each fixture is made from solid brass and hand-finished by skilled artisans. Designed to age gracefully, these fixtures blend timeless elegance with modern form, drawing on classic architecture, East Coast sophistication, and West Coast ease. Beyond function, every piece is a sculptural statement meant to anchor a space with confidence and be cherished in daily life with thoughtful design.

Now, with the expanded resources and investment of Delta Faucet Company and the leadership of Vice President of Luxury, Barb Fuller, Newport Brass steps into a new era of growth and innovation. Empowered to advance product development, creative storytelling, and personalized service, the brand proudly remains independent in vision and spirit, continuing to uphold the craftsmanship, design, and permanence that have defined Newport Brass since its founding.

"In every detail, Newport Brass honors a legacy of craftsmanship that is rare and exceptional," said Barb Fuller, Vice President, Luxury at Delta Faucet Company. "This reawakening is more than a brand refresh; it's a true turning point and the chance to engage the luxury design community at the highest possible level. I'm thrilled to guide Newport Brass into this next chapter, preserving the elegance of handmade artistry while enhancing its relevance for a new generation."

Beginning this fall, Newport Brass will unveil its new campaign and refreshed visual identity, signaling a repositioning that extends beyond aesthetics to every aspect of the brand experience. This includes how Newport Brass interacts with homeowners, designers, and trade partners—from storytelling and product delivery to customer service and design leadership. This announcement arrives at a pivotal moment, as luxury in 2025 has evolved from material opulence to meaningful design, thoughtful personalization, and products that align with personal values. Newport Brass is positioned to lead in this new era, sharpening its continued focus on craftsmanship, artisanal finishing, and a heritage of enduring quality. This includes customizable configurations that give homeowners and designers the freedom to craft spaces that are built to last.

"As luxury evolves, so must the brands that define it," said Fuller. "This relaunch represents an important growth initiative for Delta Faucet Company, marking a pivotal moment in shaping and expanding our luxury portfolio. By executing a focused architect and designer strategy, along with exclusive distribution, we're elevating the brand's continued legacy. This next chapter reflects our deep commitment to providing designers and homeowners with truly exceptional innovation, desirable products, and immersive experiences — now, and for generations to come."

Newport Brass will introduce expanded showrooms, enhanced tools, and a dedicated luxury team delivering a seamless, white-glove experience that reflects the same care, intention, and permanence as the brand's fixtures at every touchpoint. Additional elements, including exclusive product launches, design initiatives, and curated experiences, will continue to roll out throughout 2026, reinforcing Newport Brass as a leader in luxury kitchen and bath fixtures. For more information, visit newportbrass.com and follow [@NewportBrass](https://www.instagram.com/NewportBrass) on Instagram.

About Newport Brass

Newport Brass® is a luxury brand specializing in solid brass kitchen and bathroom faucets and fixtures, celebrated for customization, timeless design, artisanal craftsmanship, and enduring quality. Founded in 1989 in Newport Beach, California, each piece is individually forged and engineered to deliver sculptural beauty, functional excellence, and lasting permanence, with all fixtures hand-finished and assembled in California to uphold the brand's hallmark craftsmanship and attention to detail. With an expansive range of finishes, configurations, and styles, Newport Brass empowers homeowners and designers to create spaces that reflect personal legacy and elevated living. Ideal for private residences as well as high-end hotels, resorts, and spas, the brand embodies a philosophy that true luxury is crafted, felt in every detail, and designed to endure for generations. From bespoke finishes to curated design initiatives, Newport Brass offers more than functional products—they are enduring statements of heritage, luxury living, and legacy refined for modern life.