



BEAUTIFUL BATHROOMS

NEW AGE FITTINGS ARE COMBINING FORM AND FUNCTIONALITY TO ENSURE BATHROOMS ARE AS STYLISH AS THEY ARE PRACTICAL.

BY BINDU GOPAL RAO

A bathroom fixture is a permanent feature that completes the bathroom atmosphere: from showers to bathtubs, soap dispensers to shower curtains and other shower accessories; bidets, toilet seats, toilet roll holder, taps to wash basins; bathroom mirrors, bathmats, towel bars and holders and textured wall coverings, every accessory in the bathroom adds sophistication to the personal space.

NEW LAUNCHES

The market for bathroom fittings is growing and a slew of new launches is the perfect testament to this. Root, for instance, is a comprehensive range of brassware designed by Design Studio Vitra and manufactured in Turkey, featuring basin mixers, shower mixers, and bath mixers in four finishes. "We recently launched the Hiera showerhead where one can experience a shower inspired by nature. Hiera creates a personal spa experience in your shower with different water flow options and the chromotherapy feature to ensure physical, emotional, and spiritual relaxation. With a unique design and two different size options to fit the dimensions

of your shower area, it transforms bathrooms," says Serhan Ates Yagiz, Country Manager, Vitra Bathrooms India. Euronics recently launched two new series in the Washroom Accessories category - Nero and Ambria. Nero, a black matte series, and Ambria, a gold series, were exclusively designed for the high-end market. Abhishek Jain, MD, Euronics, says, "We are always looking to innovate and bring new concepts to the market, the prime segment being the automation and sensor-operated product line. Since last year, we have launched products like Sensor Bidet, Automatic Cistern and many other products especially catering to women, like sanitary panels and pad dispensers. Additionally, our R&D team is continuously working to come up with solutions to convert manual equipment into automatic without the need for extra plumbing costs and civil work."

ECOLOGICAL CONSIDERATIONS

Since CO2 emissions are one of the main drivers for climate change, LIXIL's international fittings plants have now committed to produce CO2-neutral products. LIXIL's brand GROHE is a case in point: the leading global brand for

complete bathroom solutions and kitchen fittings is one of the first in the industry to rely on CO2-neutral production. Basic features of ecological bathrooms constitute equipment and fittings which are efficient in saving water and energy. From water saving accessories like auto shut taps to sensors for usage of water for hand wash and flushing, specially designed flush tanks and accessories made from sustainable materials, all these contribute to an ecofriendly bathroom space at home. Anil Ahuja, Founder, COLSTON Bath & Spa Pvt. Ltd., says, "We recommend introducing sustainable products and practices inside bathrooms for a greener future. The Sensa, an elegant faucet by Colston, comes with an inbuilt sensor that allows it to cut water supply automatically by sensing the hands of the user. Another way of saving an exponential amount of water can be done by including WCs with concealed cisterns that also utilise 40 per cent less water in flushing systems."

BEING CONTEMPORARY

Before the pandemic, automated and sensor-operated products were considered a luxury, but recently, they have turned out to be a necessity. The demand has only seen an upward rise. Playful and colourful bathroom faucets are taking over in 2022. Coloured faucets can add the perfect finishing touch to your bathroom and are designed to complement any space. Lindsay Bernard Rodrigues, CEO & Co-Founder, The Bennet and Bernard Company, says, "The current trends focus on bold finishing, classic and revolutionary designs which look elegant and exciting and add to the style statement and taste of the individual. Some state-of-the-art bathroom accessories and fittings gaining trend are bathroom faucets, bath accessories, sanitaryware, flushing systems, multi-flow showers, sensor and auto shut taps, flushing cisterns and seat covers, bathware, sinks, and automated lighting." LIXIL follows a design-led approach that begins with studying consumer trends and behavior to ensure that their products are meaningful and add value to people's lives. "Today, bathrooms have evolved into a place of rejuvenation for our body and soul. Hence, we have witnessed significant increase around this perception and evolution of bathrooms from being merely a rational

space to an emotional one. This trend further picked up when the pandemic forced the entire world to stay indoors. This is also one of the reasons for heightened awareness about bathroom hygiene. Consumers are now increasingly looking for solutions which can effectively reduce the risk of infections. Modern consumers look beyond functionality. A bathroom must be easy to use, hygienic, ergonomic, and safe while providing a sense of well-being," says Bobby Joseph, Country Leader, LIXIL Water Technology (LWT), India and Subcontinent.

FORM MEETS FUNCTION

Today, bathrooms have become a reflection of one's personality. With a growing market for bathroom fixtures and accessories, one can be as creative as their imagination allows. They have the full design potential to get transformed from a minimal design theme to luxurious ones. Ankit Ojha, Principal Designer, Anand Atelier Associates, says, "When selecting fixtures, we should always consider the project



2. As a pioneer in the field, LIXIL pursues innovation in technology and design to enhance the experiences and help to create the link to good living.

3. Vitra Hiera Showerhead helps experience a shower inspired by nature. Hiera creates a personal spa experience in your shower with different water flow options and the chromotherapy feature to ensure physical, emotional and spiritual relaxation

4. Serhan Ates Yagiz, Country Manager, Vitra Bathrooms India

5. Abhishek Jain, MD, Euronics

6. Anil Ahuja, Founder, COLSTON Bath & Spa

1. LIXIL offers path-breaking innovation through its multi-brand, multi-category portfolio and believes in transforming the end-to-end home solutions, making the experience easy, enjoyable and of true value to consumers.



7. Lindsay Bernard Rodrigues, CEO & Co-Founder, The Bennet and Bernard Company

8. Bobby Joseph, Country Leader, LIXIL Water Technology (LWT), India and Subcontinent

9. Ankit Ojha, Principal Designer, Anand Atelier Associates

10. Colston has introduced a range of magnificent whirlpools that are the perfect addition to bathrooms to make the space more luxurious.

11. DeBanos series by Colston has successfully implemented a splash of colours into bathrooms, making them more vibrant, promising a serene and comfortable vibe inside your personal space.

12. Hindware Italian Collection has the new Easy Clean Countertop Basins, which cleans the basin automatically after every use.



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location, which will allow us to evaluate the water situation on site. We also need to invest in a good water softener according to the project location. Finishes can add a sense of warmth and elegance to your bathroom. Chrome finishes are mostly being preferred in India due to the water conditions." Shah Akshat, Founder & Entrepreneur, OFF Centre Design, adds, "While designing bathrooms, lighting plays a very crucial role, as toilets are very functional spaces. Hence, lighting is always a deal breaker in all our designs. We try to use both functional and ambient lighting in the toilets to bring about the desired effect. We also give a lot of emphasis on the mirrors being designed for the toilets, as they create an optical illusion and can make any space appear larger than what it actually is."

TECHNOLOGICAL VIBES

GRAFF has developed touch-screen technology for a multifunction shower system to make it easy for the final consumer to use a highly engineered product. Adopting a technology familiar to smartphone and tablet users, the shower touchpad allows control of several multimedia functions with a simple hand touch. Ziggy Kulig, President & CEO, Graff, says, "GRAFF's Aqua-sense shower system



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provides LED chromotherapy technology and the ability to listen to music and watch videos. All these functions can be controlled from a wall-mounted touchpad with a simple and intuitive interface, and the multi-media content can be uploaded through the provided USB port. The GRAFF Aqua-sense shower system has found applications both in private residences and the spa sector." As a well-known bath ware brand, Hindware strongly believes in the amalgamation of technology and exquisite design. Increasing health and safety concerns amidst the pandemic have boosted smart and touchless technology. "These have a direct impact on the product design, paving the way for product innovation in a unique way. We are seeing consumers opting for contactless faucets and sensor-operated closets to prevent water wastage and address hygiene concerns. Other than this, innovations such as



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digital showers that allow one to set the desired temperature, insulated commode seats which stay warm during colder months and defoggers for shower enclosures are some tech advances in the bath fittings space," says Sudhanshu Pokhriyal, CEO, Bath and Tiles Business, Hindware Limited.

Clearly, the sky is the limit when it comes to making your bathrooms comfortable, modern, ecofriendly and yet aesthetic designed spaces. ■

WEBSITES

- **Vitra Bathrooms India:** www.vitra-india.com
- **Euronics:** www.euronics.co.in
- **COLSTON Bath & Spa Pvt. Ltd.:** www.colston.co
- **GRAFF India:** www.graff-designs.com
- **Hindware Limited:** www.hindwarehomes.com
- **The Bennet and Bernard Company:** www.bnbcustomhomes.com
- **Anand Atelier Associates:** www.facebook.com/anandatelierassociate
- **OFF Centre Design:** www.offcentredesign.com
- **LIXIL Water Technology:** www.lixil.com

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