



Tirthankar Sarkar, Sr. Country Manager VitraA Bathrooms India.

warmth and versatility. Their Liquid collection by renowned British designer Tom Dixon features all-white ceramics with chunky brass fixtures for a timeless bathroom look. It includes unique items like a round ceramic stool for the shower and practical ceramic countertops and sanitaryware. There are various washbasin options, including wall-hung and freestanding choices, as well as a statement Monoblock basin and a wall-mounted double basin option for a seamless design. And Kohler is ushering in a ground-breaking era of bathroom design with the introduction of cutting-edge product innovations: Pure Wash Electronic Seat, Spacity, and Sveda Steam Lav. These new offerings mark a significant step towards transforming bathrooms into smart, efficient, and comfortable spaces.

1. Bathrooms have a utilitarian function and are being seen as a sanctuary for relaxation, rejuvenation, and self-care.

2. The latest designs in the sanitaryware industry showcase a fusion of functionality and aesthetics.

3. New sanitaryware colour collections offer a spectrum of colours, ranging from pastels to matte black, allowing users to curate spaces that mirror their unique design sensibilities.

LIFESTYLE CUES

Bathrooms are becoming a canvas for self-expression. From monochromatic minimalism to layered maximalism, consumers are looking for choices that reflect their style and offer a unique storytelling experience. "The theme of wellness, self-indulgence, and situational isolation are inspiring new trends in design, decor, and lifestyle choices. They are emphasising the importance of designing spaces that promote well-being, offer personal comfort and luxury, and provide moments of solitude and reflection in our increasingly fast-paced and interconnected lives. There is a growing demand for multifunctional home interiors that cater to daily activities, entertainment, and exercise. This trend is fostering the development of luxurious movie and game rooms, home gyms, and personal saunas," says Anand Asinkar, India Design Studio Head, Kohler.

Now Trending

In recent years, the concept of the bathroom has undergone

The Sanitary Fix

New age sanitaryware is all about balancing function with form while ensuring it is ecologically sensitive too.

By Bindu Gopal Rao

The bathroom has evolved beyond its utilitarian function, and is now serving as a sanctuary for relaxation, rejuvenation, and self-care. This is being achieved through new age cutting edge products that match design aesthetics with practical usage.



Bobby Joseph, Country Leader - GROHE India Private Limited & LIXIL India Private Limited - India & Subcontinent

NEW LAUNCHES

A new launch in the sanitaryware space is the Rainshower Aqua by Grohe Spa that has a modular design and allows for endless combinations of spray patterns. This means you can customise your shower to match your mood and your specific needs for the day. Vitra has introduced the Plural collection. Designed by Terri Pecora in collaboration with Vitra design team, it provides a vintage mid-20th century aesthetic to the bathroom, creating a welcoming and domestic atmosphere. This collection introduces innovative plumbing solutions with a wide range of size choices, featuring organic shapes and neutral colours that blend





Anand Asinkar, India Design Studio Head, Kohler.

a remarkable transformation. What was once considered a purely utilitarian space has now become a sanctuary for relaxation and rejuvenation. This evolution reflects a growing desire among individuals to embrace holistic experiences that harness the therapeutic effects of

water on both the body and mind. As a result of this cultural shift, consumers are increasingly interested in smart bathroom solutions that go beyond the basics of sanitation and grooming. "A heightened demand for sophistication and functionality has paved the way for a slew of innovative technologies and design concepts that are reshaping the bathroom industry. From intelligent toilets with self-cleaning capabilities to showers equipped with programmable water temperature and pressure settings, the smart bathroom of today caters to the individual's needs like never before," explains , Country Leader - GROHE India Private Limited & LIXIL India Private Limited - India & Subcontinent.

GREEN VIBE

Consumer awareness of the environmental consequences of their choices has significantly increased in recent years. In response, the sanitaryware industry is actively adopting advanced technologies and processes to minimise water consumption during manufacturing and improve energy efficiency. They are investing in research and development to produce water-efficient and energy-saving products such as dual-flush toilets and low-flow faucets. "Additionally, efforts are being made to establish effective recycling and waste management systems for responsible disposal of post-consumer waste, reducing the pressure on landfills. As the Asian market swiftly adopts new technologies and automation, we persist in our mission to innovate and offer intelligent products that meet consumer demands while advocating eco-friendly practices," says Joseph. Water conservation is becoming increasingly important in today's world, and smart bathroom technology is at the forefront of efforts to promote energy efficiency and sustainable water use. This shift is made possible by the incorporation of water-saving faucets, toilets, and intelligent shower systems, enabling precise control over water consumption. Kohler's Anthem digital control with optional built-in eco mode encourages water conservation by enabling the use of a single outlet at a time, while the summary screen serves as a valuable tool to foster mindful water usage. Its sleek, minimalist display allows you to easily configure and manage your shower outlets, temperature,



4. New-age sanitaryware is redefining the boundaries of traditional bathroom fixtures.

5. Customisable lighting options within mirrors and cabinets are also being introduced, allowing users to set the ambience according to their preferences, creating a spa-like atmosphere in the comfort of one's home

6. The surge in demand for personalised experiences has led to a surge in customizable solutions.

7. Kohler is ushering in a ground-breaking era of bathroom design with the introduction of cutting-edge product innovations: Pure Wash Electronic Seat, Spacity, and Sveda Steam Lav.

8. Sensor-activated faucets and touchless flush systems are streamlining hygiene practices while also conserving water resources.

9. Customisation is redefining the relationship between the user and their environment, transforming bathrooms into personalised sanctuaries of comfort and style.



Aman Anand, Director, FIMA Carlo Frattini India.

and water flow, resulting in a personalised showering experience every time.

TECH TALK

India's tech-savvy youth has swiftly embraced cutting-edge technologies, allowing brands to experiment more on the technology side. This rapid integration of modern sanitaryware technologies reflects a changing landscape where technology is reshaping how people interact with their living spaces. "The emergence of smart bathrooms with features like motion sensors, automatic lid operation, and self-cleaning capabilities is redefining convenience and comfort. Smart technology is taking centre stage, revolutionising the bathroom experience with its innovative offerings in toilets, showers, and mirrors. They are turning bathrooms into a haven of indulgence and well-being," says Asinkar.

IN VOGUE

The design approach of Vitra is shaped by a determination to reduce individual water consumption with smartly designed products. Tirthankar Sarkar Sr. Country Manager Vitra Bathrooms India, says, "Playful and colourful bathroom faucets are taking over in 2023. Coloured faucets can add the perfect finishing touch to your bathroom and are designed to complement any space. They are easy to install, and the main body of the mixers is made of brass, ensuring solid durability." The latest designs in the sanitaryware industry showcase a fusion of functionality and aesthetics. For instance, freestanding bathtubs with clean lines and organic shapes are making a strong statement in modern bathrooms. "We, at FIMA India, are experimenting with unconventional materials such as concrete and terrazzo, offering a unique touch to our fixtures. Integrated storage solutions and multipurpose units are also gaining prominence, providing practicality without compromising on style. Moreover, floating vanities and wall-mounted fixtures are also becoming popular, not only for their space-saving benefits but also for the visual lightness they bring to the bathroom environment," says Aman Anand, Director, FIMA Carlo Frattini India. These innovations reflect a holistic approach to design, creating visually striking and functionally efficient bath spaces.

IN CONCLUSION

As technology continues to advance, the bathroom experience is expected to become even more personalised and immersive. Future bathroom products are poised to integrate seamlessly into overall smart home systems, offering a harmonious and interconnected living environment. In today's market, consumers are becoming more discerning, and are actively seeking out companies that prioritise community and environmental well-being. New-age sanitaryware is redefining the boundaries of traditional bathroom fixtures. Multifunctional elements, like vanities with integrated sinks and storage units, are gaining traction. "Customisable lighting options within mirrors and cabinets are also being introduced which allow users to set the ambience according to their preferences, creating a spa-like atmosphere in the comfort of one's home," says Anand. And this is where sanitaryware firms can make a difference, not just for their customers but also for the environment. ■