



# FALLING FOR FAUCETS

New finishes are transforming bath spaces with their luxurious and magnetic presence.

PHOTO CREDIT ZALUR LIFESTYLE

As urban consumers increasingly seek personalisation and compact-friendly solutions, thoughtfully designed products that prioritise both aesthetics and sustainability are being seen in the faucet space.

By Bindu Gopal Rao

With sleek finishes, new-age materials, and cutting-edge designs and technology to match, faucets are making a bold statement while also becoming more sustainable. Experts weigh in.

## NEW LAUNCHES

One of GRAFF's latest introductions, the MOD+ Collection, stands out for its exceptional level of customisation. This collection masterfully blends materials such as brass, marble, and 24K gold finishes, offering a refined selection of textures and colour combinations that empower designers and homeowners to create uniquely personal spaces. Equally noteworthy is the launch of the Cameo Collection, a sleek and sophisticated line that reflects modern elegance with its minimalist form and finely balanced proportions.

Zalur Lifestyle Private Limited's faucets from KEUCO, Germany, and Ramon Soler, Spain, feature



Shiozawa Kazuyuki, Managing Director, TOTO India Industries



Ziggy Kulig, President & CEO, GRAFF



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Saajid Patel, Director, Aquant.



Nitin Aggarwal, CEO, Prayag India



C. V. Dilipkumar, Managing Director, Schell India Pvt. Ltd



Amandeep Singh Anand, director of Fima Carlo Frattini

Finish expectations have shifted dramatically as Indian end-users become more design-literate and maintenance-conscious.

a portfolio that strikes a great balance between minimalist, avant-garde design character, excellent functionality, technical advancements, and high ecological sustainability, both in terms of water savings and material selection. In 2025, Artize, the international luxury bath brand by Jaquar Group, unveiled its landmark faucet collection, Navia, a synthesis of sculptural aesthetics, minimalist design, and advanced engineering. What makes the collection stand out is the intelligent design choices, which are both visually distinctive and ergonomically intuitive.

**COLLECTIONS GALORE**

Prayag India has expanded its designer faucet portfolio with the launch of the CP Faucet Colour Range, an elevated collection crafted to meet the evolving aesthetic and functional demands of today's homes. This new range introduces a curated series of wall and pillar-mounted faucets, angular stop valves, and sink mixers—each available in a variety of finishes that move beyond the traditional chrome. TOTO has recently expanded their premium designer faucet offerings with the introduction of brushed and polished coloured finishes. These elegant finishes are now available in their most premium faucet ranges, including the Z series—ZN, ZA, and ZL—which embody natural forms, timeless design, ultra-thin silhouettes, and a refined sense of light luxury.

Aquant's Oblique Series leans deliberately towards futuristic, giving the mixer a dynamic, almost architectural posture over the basin. At the other end of the spectrum sits the Shield Series, which translates contemporary restraint into reassuring physicality. SCHELL recently introduced the E<sup>2</sup> generation, available across three of its flagship families. XERIS E<sup>2</sup>, CELIS E<sup>2</sup>, and PURIS E<sup>2</sup>. These sensor-controlled washbasin faucets come with factory-integrated Bluetooth® and advanced time-of-flight (ToF) sensors, delivering precise, contactless operation.

**FINISHING TOUCH**

Today's homeowners and designers are moving



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Fima Carlo Frattini leads the way with material integrations such as marble, stone, and glass, which lend a luxurious, sensory appeal to faucets.



Prayag's new-age faucets are characterised by streamlined silhouettes, smooth contours, and ergonomically designed levers.



As bathrooms evolve into personalized wellness retreats, Fima Carlo Frattini makes it easier for users to express their individuality.





Rahul Kher, Founder & Director, Zalur Lifestyle Private Limited

exceptional durability along with stunning visual appeal. Thoughtfully designed to harmonise with our ceramic product range, they enable seamless coordination across diverse bathroom aesthetics.”

DESIGN DETAIL

Modern faucet design is all about balancing minimalism with practical innovation. The forms are sleek and compact, with minimal projection, allowing them to suit both spacious and compact bathrooms alike. These faucets are also engineered for modular setups, making them ideal for urban homes. Ziggy Kulig, President & CEO, GRAFF, says, “Design today is about personalisation and harmony with the overall interior style. We’re seeing a strong movement toward minimalism and sculptural forms, blending soft lines with bold geometries. GRAFF’s collections draw inspiration from various design eras, ranging from Bauhaus to contemporary architecture. Our Ametis collection, for example, incorporates fluid lines and LED lighting, offering both function and artistic form. Customisation and modularity are also trending, allowing homeowners and designers to create truly unique environments.”

Sandeep Shukla, MARCOM Head, Jaquar Group, says, “Design in 2025 is all about form meeting emotion, and Jaquar faucets are a testament to this principle. The focus has moved from purely utilitarian to deeply experiential, blending global aesthetics, nature-inspired silhouettes, and high-tech convenience. Key trends include nature-inspired silhouettes with influences from organic forms and calming environments, and the domination of clean lines and geometric profiles, especially in cylindrical and rectangular forms. The aesthetic is sleek, unintrusive, and elegant, like in the Linea range. Faucets like Fleur offer elegant appeal and act as focal points in luxury bathroom spaces.”

BEING EFFICIENT

Water efficiency is a key priority, and concepts like dual-flow aerators and low-flow cartridge systems that regulate water output without compromising user experience are in. These features can reduce water consumption by up to 30 per cent, supporting eco-conscious living and cost savings over time. High-design faucets cannot ignore water stress, especially



Water efficiency is at the forefront of product design today and at the forefront of modern architecture and bathroom design.

in India’s mixed municipal supply conditions. “Aquant fixtures integrate low-flow, pressure, compensating aerators tuned for comfortable wash performance at reduced litres-per-minute draw; project teams typically specify in the ~4–6 LPM range for basins, though we offer alternate inserts where local pressure is inconsistent. Ceramic-disc cartridges ensure precise shut-off to minimise drips, and the optional flow-restrictor sleeves allow on-site calibration without swapping the visible trim. In thermostatic bath/shower sets, faster temperature lock-in reduces the habit of “running it till it gets right,” saving both water and energy. We also work with consultants on zoning-by-use—assigning full-flow mixers only where filling vessels matter, and conservation cartridges elsewhere—so efficiency doesn’t feel like a compromise,” explains Saajid Patel, Director, Aquant.

TECH TALK

Touchless and sensor-based technologies, aimed at future smart-home compatibility and helping with increased hygiene, automation, and water control—especially in public restrooms and high-end residential projects—are in. “The E<sup>2</sup> range features several smart technologies. Bluetooth® inside for configuration and live monitoring via



Each brand offers a distinct design language that defines contemporary luxury.



Anamol Anand, spokesperson for Valueline

adjustable timed flow, and two-handle washbasin fixing system, which is patented, are some of the technical advancements within our faucet range that ensure that the user has a product that is technically advanced and offers great quality.”

IN CONCLUSION

Consumers today want a contemporary bathroom space that can reflect their individuality, and they are certainly seeking quality products that offer a great balance of form, function, and feeling. “From Antoniolupi’s sculptural minimalism to Maier’s Swarovski-studded glamour, designer faucets are blurring the lines between utility and art. Nicolazzi revives heritage forms with bold colour play, while Graff and THG Paris bring technical mastery and haute couture aesthetics. Each brand offers a distinct design language that defines contemporary luxury,” says Anamol Anand, spokesperson for Valueline.



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the SCHELL E<sup>2</sup> App, time-of-flight (ToF) sensors for precise, accidental-trigger-resistant activation, and app-controlled modes— ‘Save Water,’ ‘Save Electricity,’ ‘Comfort,’ plus customisable ‘Expert Mode.’ Logging and data export, including usage, battery status, and flush history, can be exported for FMs or facility logs. The group manager has duplicate settings across multiple faucets within the Bluetooth range. While not AI-powered as such, the smart demand-based flushing dynamically adjusts based on usage data,” says CV Dilipkumar, Managing Director, Schell India Pvt Ltd.

Rahul Kher, Founder & Director, Zalur Lifestyle Private Limited, adds, “Faucets are having advanced materials with far more advanced and refined progressive cartridges and aerators to ensure longevity and water efficiency. Further, the sensors in touch-free faucets are highly advanced today, increasing the experience and life of touch-free fittings. Also, the toll-free fastening system, sacrificial anode, tourbillion flow system,

Amandeep Singh Anand, director of Fima Carlo Frattini, adds, “Customisation is the new luxury. As bathrooms evolve into personalised wellness retreats, Fima Carlo Frattini makes it easier for users to express their individuality. From selecting colours and materials to choosing smart features, users can co-create faucets that reflect their personality, purpose, and design vision. From the industry standpoint, on one side, you see price wars on low-quality products, which is not our game, and on the other, we see the industry keen to deliver high quality, and we are part of that change. Industry must move from price to value, and that will only happen once all the players within the industry, be they customers or manufacturers, start offering solutions to customers.”

With customisation, efficiency, and aesthetics leading the charge, for the discerning consumer, faucets today are about expression, experience and enduring value. ■