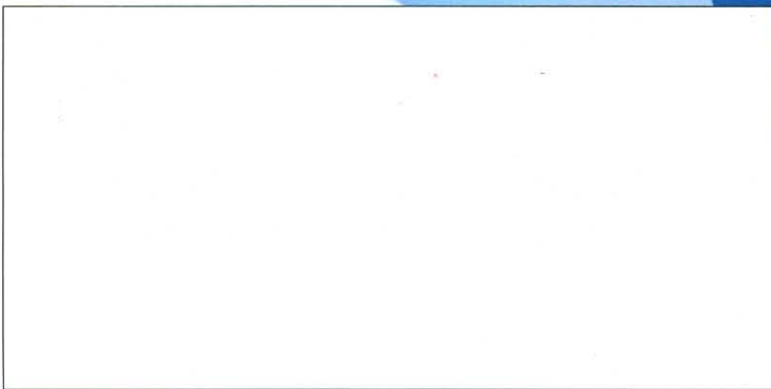


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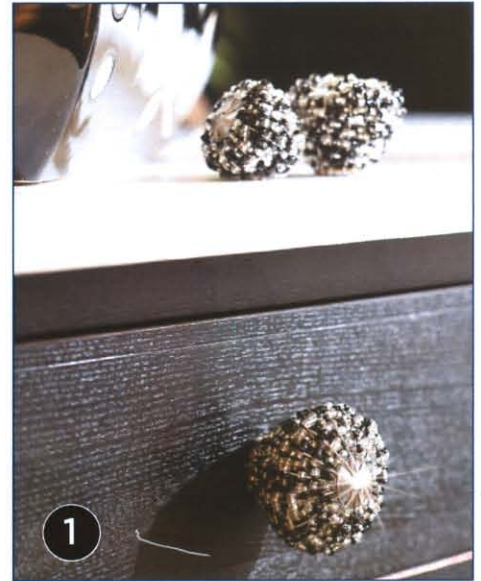
THE TOP 10 KITCHEN
AND BATH TRENDS

THE NO-MONEY DOWN
MARKETING PLAN

The Top 10 Kitchen and Bath Trends

By Linda Jennings

You don't have to be a psychic to predict this year's hottest trends. Here is an inside scoop on what's sizzling hot...and what's cool! The Kitchen and Bath Industry Association concurs; many were revealed at last month's Kitchen & Bath Industry Show (KBIS) show in Chicago. Wow your customers and clients by getting a jump on all of these dazzling design trends.



THIS PAGE

1. Go from boring to bling with Atlas Homewares' glamorous collection of Bollywood knobs. These sparkly embellishments are the hottest trend this season. www.atlastothetrade.com
2. White retro organic Napoli tub and sink by Victoria & Albert. www.vandabaths.com
3. Diamond Spas glimmering copper Atocha Tub is pure indulgence. www.diamondspas.com
4. Novellini Cristal Glass Bath Lounge Chair from the Elysium Collection. www.novellini.com

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5. Light up your shower Italian Style. Sparkle LED Shower System from Novellini — an illuminating idea. www.novellini.com
6. Tekura from Bain Ultra lets you play with color, texture, design and gives new life to your bath. www.bainultra.com
7. Reveal Designs' artful Bohlin Cywinski Jackson line includes a wide variety of lever styles available in oil-rubbed bronze, all stainless steel, anodized aluminum and woods of walnut and beech. www.reveal-designs.com



TREND 1: Bring on the Glam

It's all about glamour. Let's face it...with homeowners caught in the economic doldrums of recent years, more and more consumers are looking to create a major splash for a minimal investment. Many still desire a Hollywood home despite severe budget restrictions. Show them how to live like a movie star with a few minor touches. Add bling with striking stylish hardware. We all know that simply changing out knobs and pulls on tired cabinets can create an entirely new, luxurious and sensational look. Look for quality products without the high cost.

TREND 2: Retro is Groovy

Bellbottoms and patent leather are so in vogue while leading designers are finding a renewed interest in funky-kitsch designs of the 1970s. This groovy trend is spilling over to fixtures, faucets, sinks, tubs and hardware. We're seeing a new wave of *white* — white faucet finishes, white matte bath fixtures and even white leather knobs and pulls — like the new white leather Zanzibar Collection from Atlas Homewares, a huge hit at KBIS. A nod to the 70s, this trend will have you getting your old vinyl records out. Remember 'The Beatles' White Album? Go-go boots and patent leather are back.

TREND 3: All that Glitters

The strategic placement of shimmering metallic is the brightest new trend in home décor, adding products that capture light, shimmer with class and reverberate with style. Polished gold and metallic finishes impose a luxurious and uplifting look and feel to any space. Look for sparkling silver metallic soaking tubs, sinks that shine with embellishments and golden hardware that speak to our need for a little indulgence.

TREND 4: Make it Clear

In an age when consumer confidence is low, the future is clear. It's all about being transparent. And that trend has transferred over to the luxury kitchen and bath market. We're seeing bath furniture crafted out of clear glass, vessel sinks hand blown out of glass that echo minimalism and clear acrylic Lucite bath accessories that infuse a spirit of pure optimism.

TREND 5: Shed Some Light

Creative forms of lighting have taken the spotlight from the most inspired manufacturers



of bath products — the most trendy of which is LED. Why? Because LED (light-emitting diodes) bring fun, function and beauty to home decor. It's also economical, safe, maintenance free and lasts for decades. LED lighting is easy to see even in bright sunlight, and who wouldn't want to shower in a rainbow of colors? Illuminating the bath with LED lighting can transform a shower enclosure into a stage. Right now, LED-lit stainless steel cabinets are red hot — and blue, green, cyan, orange, amber and white — for the bath, kitchen, bar and even poolside. They light up the storage possibilities in an otherwise dull kitchen.

TREND 6: Getting Personal

The bath continue to evolve as a private refuge — an escape from the rigors of life's daily challenges. It's no wonder that homeowners are seeking to personalize this space to the max. Bath accessories fit the bill and are at the forefront of cutting-edge design. The tub and bath shapes are getting more simplified and minimal, while the accessories and amenities are evolving and raising the bar on customization. From teak bath inserts to headrests to floating hydro-remotes, these carefully chosen items make any bath spill over with personal style. When it comes to bathing, it's all about creating a space that can evolve based on our moods and needs at that moment. The bath is the new pulse of the home — so get inspired and check out a lifestyle of options that will wash away the stress of everyday life.

TREND 7: If You Build It...

They will come. Architectural-inspired hardware is the newest sensation to take the industry by storm, combining form and function with a refined sense of modern elegance. Homeowners





can't get enough of it. The innovative new pieces have elements that transform basic, everyday hardware into delightfully unusual works of art.

“Our idea of architecture is integrative and additive, making the most of people, places, nature and the act of building,” says noted architect Peter Bohlin of architectural powerhouse firm Bohlin Cywinski Jackson. Bohlin inspired a collection of decorative hardware and many pieces come with customization options like walnut wood, beech wood and oil-rubbed bronze accents.

TREND 8: In the Mood

Color stirs our emotions. Primaries invoke excitement and pastels create tranquility. And according to Pantone, the world-renowned authority on color, the “it” color for 2010 is turquoise. Many people associate turquoise with a pleasant and inviting form of escape, such as a tropical paradise, based on word-association studies. Look for this vibrant blue-green color to pop up in many fabrics, textiles and home interiors. Turquoise adds a splash of excitement to neutrals and browns, complements reds and pinks, creates a classic maritime look with deep blues, and is especially trend-setting with yellow-greens, all among this year's hottest hues.

TREND 9: Eco Chic

In an era of environmental consciousness, it's only natural that consumers are drawn to eco-friendly, EPA-compliant products. Ironically, the age-old materials of bamboo and teak have emerged as forerunners in this new trend. Bamboo sinks not only harmonize with organic and more contemporary designs, but are undeniably green. Bamboo is eco-friendly, sustainable and renewable. Teak, one of the world's most valuable



and sustainable hardwoods, is showing up big time in baths — from shower seats to bath inserts and bath mats. Since teak naturally repels water, mold and mildew, it is an ideal choice for the moist environment of the bathroom. It's even made its way into the kitchen with farm sinks that go bamboo.

TREND 10: What's Cooking?

The kitchen has always been the heart of the home. But never before have we seen such utilitarian products for people who love to cook. Long gone are the days of TV dinners. Enter the age of pride in “cheffing.” To accommodate today's gourmards, the kitchen is now equipped with state-of-the-art, professional-quality amenities, from ultra-efficient appliances to

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8. MTI Whirlpools' Jentle Jet laundry sink lets you wash your world in color. www.mitwhirlpools.com
9. Featuring all the organic warmth and natural beauty of wood, Lenova's Bamboo Kitchen and Bath Sinks are surprisingly durable and can easily withstand the rigors of daily use. www.lenovasinks.com
10. Gessi introduces the Natalia kitchen faucet, featuring contemporary fashion for discriminating clientele. It's available in standard and color LED models. www.gessi.com

care-free finishes. Even appliance hardware is experiencing a modern renaissance, adding luxe-style to this now super-functional space. The kitchen is *the* location on the domestic scene. So glam it up and get cooking. ●



Linda Jennings is president of Jennings & Company — a public relations, advertising and marketing agency, specializing exclusively in the decorative plumbing and luxury hardware industry. Throughout a 20-year tenure, she has worked with the most significant editors and journalists in the consumer home market, identifying trends and providing newsworthy products. Based in Sarasota, Fla., her agency represents the most progressive manufacturers in the kitchen and bath industry. Jennings is a member of the DPHA.