

THE RETAIL observer

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AN EYE ON THE INDUSTRY SINCE 1970



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COMPETITION

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ON TREND IN KITCHEN & BATH

IT'S ALL ABOUT FUNCTIONAL LUXURY. The most celebrated designers are creating award-winning projects with products that offer high style and the ultimate in functionality. Products that look great and work hard.



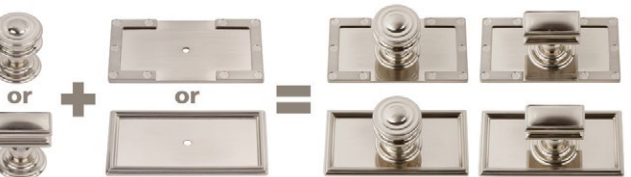
One of the most amazing things about the new **WallDrain** from **QuickDrain USA** is the way you don't even notice it. This innovative WallDrain was precisely engineered to sit flush along the wall, creating a sleek and unobtrusive look that is nearly imperceptible yet incredibly efficient. quickdrainusa.com



Stream Bath™ by **MTI Baths** lives up to its name by re-creating the experience of bathing in a forest stream. The therapy utilizes directional currents of water flow with no trace of turbulence or bubbles. Since it uses vents, not jets - the output of Stream Bath vents moves the water around the body as opposed to directly on the bather like air bath or whirlpool jets. mtibaths.com



The **Lario 100** - designed by Italian design studio Meneghello Paoletti Associati, combine **Victoria + Albert's** signature ENGLISHCAST® material with the finest beech timber frames and integrated storage, including removable cherry wood drawer dividers. Available in Anthracite or Stone Grey, the Lario features a basin with a matching ribbed skirt, designed in homage to classic Victorian styling, with a minimalist middle vanity drawer. vandabaths.com



The military-inspired design of the **Campaign Collection** from **Atlas Homewares** offers industrial style with an intriguing mix-and-match assemblage that allows users to put together just the right look to suit their style. Choose a traditional rope or screw backplate design and pair it with your choice of coordinating round or rectangular knobs or pulls. atlashomewares.com



Aqualogic by **Lenova** ozone sanitizing faucet is an ecologically safe way to clean food, hands and other surfaces without any chemicals or chemical residue. The ozone water kills 99.99% of viruses and bacteria on contact on any surface extending the shelf life of food, removing odors and increasing the level of protection from food-borne illnesses. lenovasinks.com

7 TIPS FOR A S

BATHROOMS MAY SERVE A VERY NEEDED FUNCTION IN YOUR CUSTOMER'S DAILY LIFE, BUT THEY CAN'T ALSO BE LUXURIOUS.



Today's most sought after trends are all about creating a bathroom that is stylish and luxurious, and the bath industry has responded in force with fixtures, finishes and furnishings to help showrooms, dealers and designers do just that.

- 1 UP ON THE WALL:** It's always a good idea to maximize space in the bathroom. ICERA's wall-hung toilet line offers a space-saving way to combine form and function. The Clarity model can be paired with an in-wall tank system for a clean, minimalist look. With a flexible installation height, slow-close hinges and concealed bolt holes, the Clarity is the perfect choice for a sophisticated modern bathroom. www.icerausa.com
- 2 CHIC ACCESSIBLE DESIGN:** The rising popularity is living with more than one generation in their household and accessible design is a must-have for their bathrooms. But just because it needs to be functional doesn't mean it can't be beautiful. Case in point - MTI Baths new Integrated Deck Solutions, or "IDS" Option for short, comes in. It can be applied to any of MTI Baths' 20+ freestanding Boutique tubs that have a flat lip at the top of the tub. IDS also offers a modern installation alternative to freestanding, drop-in, undermount and alcove. The tub and deck are seamlessly integrated, eliminating the need for additional material such as granite or marble. www.mtibaths.com
- 3 LUXURY ACCESSORIES:** Good accessories are always on-trend, and that holds especially true in the bathroom. The Tombolo bath rack from Victoria + Albert lets your client keep essentials close at hand while soaking in the tub. Now available in a new white laminate finish, this contemporary piece is the ultimate accessory for relaxation. It actually holds two glasses of wine and does double-duty with a built-in towel bar and handy ledge. Perfection! www.vandabaths.com
- 4 WARM AND TOASTY:** We love, love, love this trend! Heated towel racks are rapidly growing in popularity, but this little beauty is taking things to a whole new level. The Heated Washstand from The Sterlingham Company Ltd. combines the style of a sink and the luxury of a towel warmer. The artisan-quality stand is energy

