

THE RETAIL observer

FEBRUARY 2016 Vol. 27, Issue 2

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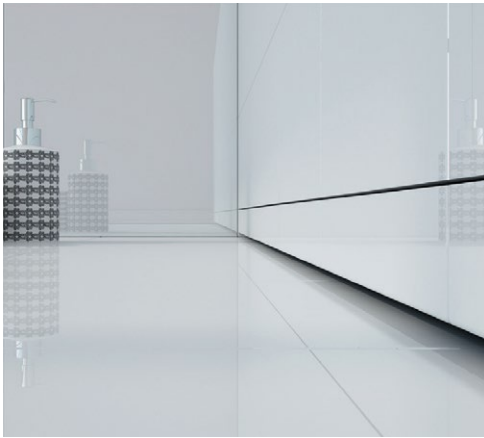
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ON TREND IN KITCHEN & BATH

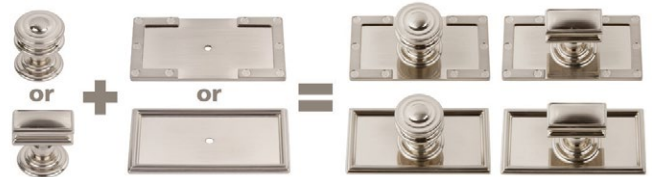
IT'S ALL ABOUT FUNCTIONAL LUXURY. The most celebrated designers are creating award-winning projects with products that offer high style and the ultimate in functionality. Products that look great and work hard.



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



↑ **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



↑ 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



↓ **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



To see more of the hottest trends in kitchen & bath visit jenningsandcompany.com.

7 TIPS FOR A S

BATHROOMS MAY SERVE A VERY NEC
IN YOUR CUSTOMER'S DAILY LIVE
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

STYLISH BATH

NECESSARY AND PRACTICAL FUNCTIONALITY, BUT THERE'S NO REASON WHY BATH SPACES TO RENEW AND INSPIRE!

efficient and offers a gorgeous English Edwardian style. It's crafted from solid brass and available in a variety of styles, sizes, foot styles and finishes. www.sterlingham.co.uk

5 **CLEAN LINES:** Unsightly shower drains are a trend bummer. Happily, the award-winning WallDrain from QuickDrain USA is nearly invisible with an ingenious design that is engineered to sit flush along the wall. WallDrain uses the company's patented Sure Flow System to ensure efficient drainage and easy installation. Available in custom sizes and lengths, the drain can be perfectly adjusted to fit the thickness of ceramic tile or stone, resulting in a completely seamless appearance. www.quickdrainusa.com

6 **BRINGING THE OUTSIDE IN:** Designed by Antonio Pascale, the Ergo Collection from Galassia shows how modern life can be linked to nature. Ergo offers a full line of bath essentials including sinks, toilets, furniture, mirrors, and coordinating. Shown here is Ergo Structure made of solid Iroko - sometimes referred to as African Teak set with the pure, white Ergo 7102 washbasin. Crafted from Galassia's natural raw materials, using traditional craftsmanship the washbasin is a rimless ceramic top with an integrated sink. www.ceramicagalassia.com

7 **OUT-OF-THE-ORDINARY FIXTURES:** Plumbing fixtures are a great opportunity to show off some style in the bathroom. Take the Apogee Bath Faucet by Lenova, for example. With its distinctive lines and sculpture-like silhouette, it would look perfectly at home in any urban art gallery. Look for fixtures that have unusual shapes and pleasing profiles to add a punch of unexpected style. www.lenovasinks.com

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. Jennings is a member of the Editorial Advisory Committee of the DPHA (Decorative Plumbing & Hardware Association).

