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Product Trend Report



6 | The Capri bath furniture collection by Xylem features transitional styling. Multiple configuration possibilities of Capri's two sizes of vanities, bridge/drawer components and mirrors provide options. The vanity is offered in a Dark Espresso finish.
Circle No. 180 on Product Card



7 | The Signature Series from The Furniture Guild/Vanity Flair is a collection of bath vanities in six designs, each in seven different sizes. Two of the designs have three different base options, and all of the vanities are available in seven finishes.
Circle No. 181 on Product Card



8 | Merillat's Masterpiece semi-custom cabinetry includes more than 2,000 new SKUs, three extended finishes and four mullion door designs. Shown is Masterpiece Alina Cherry Burnished Cabernet with Ballatine Mullion Door.
Circle No. 182 on Product Card



9 | Clean lines and storage are features of this offering from Showplace Wood Products. On trend, these two vanities are joined by a taller wall cabinet in the center of the space.
Circle No. 183 on Product Card



10 | This Fieldstone Cabinetry vanity was created with the Farmington door style in Quarter Sawn Oak, finished in Java.
Circle No. 184 on Product Card

Consumers are moving away from ornate traditional units at higher price points to a cleaner, more casual look with great functionality at good values, agree George Tsai, chairman, and James Lin, president, Bath Division, Fairmont Designs, in Buena Park, CA.

Wilcox notes that because consumers are becoming more informed, responsible and thoughtful of the products they buy, bathroom designs are now more restrained in scope and budget.

"Consumers who are shopping for products need the perfect balance of style, quality and value to be enticed to make the purchase," he says.

SMOOTH AND SIMPLE

The trend toward cleaner, smoother lines in the bath reflects what is being seen throughout the home with regard to cabinetry, reports Scott Korsten, marketing director, Showplace Wood Products, in Harrisburg,

SD. "I can only guess it has something to do with homeowners making changes that they feel simplify their lives," he says.

"The master bath, in particular, is their oasis from the world around them that at many times feels out of control and uncertain. So, making the room feel comfortable is a priority," he stresses.

Jacob Goren, president, Empire Industries, in Paterson, NJ, agrees that vanities are becoming much more contemporary, with very, very clean lines – smooth and simple. "All of the antiquing and handcarving is gone," he reports.

"Many styles now are hybrids, choosing the best

design elements of several styles," says Wilcox. "If I had to give them names it would be 'Casual Traditional' and 'Casual Contemporary.' These have an element of the traditional or contemporary, but they are dressed down and more approachable. Rigid period styles are less meaningful at the moment, with perhaps the exception of a Craftsman or Arts and Crafts style."

Many bath vanities are designed to look like standalone pieces of furniture, which aligns with the trend of the bath having the feel of a living space, according to Rod Brewer, v.p., marketing and product development, Mid Continent Cabinetry, in Eagan, MN.

"This type of bath vanity looks like it was a piece of furniture taken from another room in the house," explains Naomi Neilson Howard, founder and CEO, Native Trails, in San Luis Obispo, CA. "For instance, the antique white, distressed finish and country charm look of Native Trails' Savannah looks like it could belong in a living room or study."

Dura Supreme is seeing a strong trend in furniture-styled vanities that use turned posts to create a freestanding look, according to Karen Wistrom, ASID, v.p. of marketing, Dura Supreme, in Howard Lake, MN.

Goren's take on the popularity of vanity legs is a more contemporary one. While he notes that legs are still very popular, he cites his company's line that features legs with stainless steel on the underside as the style that has really taken off.

"Stainless steel legs paired with a simple lined vanity in matte or gloss" has enjoyed significant success, says

11 | The Hampton Series Locking Medicine Cabinets from NuTone offer an inconspicuous and durable keyed mechanism that limits access to contents. The cabinets feature a contemporary frame that is available in oil-rubbed bronze or satin nickel finishes.
Circle No. 185 on Product Card



12 | The Danze Cirtangular Collection of bath fixtures and furniture combines elements of rectangular and circular shapes. The line now includes a number of 24"-wide vanities and mirrors in Brulee and Knightsbridge styles.
Circle No. 186 on Product Card



13 | Wellborn Cabinet's vanities can be used to create clean, modern designs. The company also offers a Warming Drawer cabinet to store and warm towels and a pullout towel bar that keeps hand towels out of sight.
Circle No. 187 on Product Card



14 | The Piazza from Strasser Woodenworks consists of bases and vitreous china tops in both floor standing and wall mounted models for the bath. Available in three door/drawer styles and 16 finishes, the units come standard with soft-close doors and drawers.
Circle No. 188 on Product Card



15 | This vanity from Crystal Cabinet Works features subtle curves mixing Sepia stain on Lyptus with natural quarter-sawn white oak accents. Crystal has significantly reduced or eliminated several cut-down and modification charges in all of its cabinet lines.
Circle No. 189 on Product Card