

Media Release



Glossy Black Memento washbasins



Squaro bath with Whisper™ Whirlpool system



Subway wall-hung pan

The latest bathroom trends

As the biggest international bathroom expo ISH in Frankfurt wows its visitors, Damien Cool from Argent Australia comments on the trends that he sees taking hold in Australia this year.

STRIKING COLOURS and GEOMETRIC SHAPES

Designed as statement pieces, black and patterned washbasins are making inroads into modern Australian bathrooms. Offering a touch of individuality, unusual colours and striking patterns will continue to feature over the next few years.

Geometric lines will continue to dominate, reaffirming the minimalist look.

NO COMPROMISE ON AESTHETICS

Concealed bathroom products are in demand - such as baths which sit flush with surrounding tiles or toilet suites with no visible cistern. The focus is very much on softer forms and friendlier, calming shapes and lines.

COCOONING

The trend for cocooning is gathering momentum in Australia with homeowners keen to escape every day stresses by retreating to a calm environment where they can relax and indulge in some quality 'me time'. Products with smooth, comforting shapes and forms are in favour here.

Cocooning also has a strong connection to the wellness concept – a worldwide phenomenon. Villeroy & Boch's Whisper™ Whirlpool system can be used to create a relaxed and indulgent environment within the comfort of home and the company will continue to add to its range of wellness products for Australia over the coming months.

ENVIRONMENTAL BENEFITS

As expected, consumers are continuing to make responsible product choices, focusing on products' green credentials.

All of Villeroy & Boch's toilet suites have a 3-star WELS (Water Efficiency Labelling and Standards) rating thanks to dual flush options - 6-litre full flush and 3-litre half flush. Some models will soon be available with a 4.5 litre full flush for even greater water savings.

Villeroy & Boch's products are also available with its exclusive ceramicplus surface finish which has a proven dirt-repellent quality. This means ceramics stay cleaner on a permanent basis. Its exceptional easy-care properties also minimise the need for expensive and ecologically harmful cleaning agents - even lime deposits are easily removed.

Consumer enquiries: 1300 364 748 or visit www.villeroy-boch.com / www.argentaust.com.au

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About Villeroy & Boch :

Villeroy & Boch, with its Head Office in Mettlach/Germany, has 24 production plants around the world. The product range includes articles from three domains: Bathroom & Wellness, Tableware and Tiles. With 260 years of company history behind it, today Villeroy & Boch is a European Lifestyle brand active in 125 countries.