

## **PRESS RELEASE**

### **The top shower trends for 2014**

*18 June 2014, Johannesburg:* Showers are finally in the spotlight - they've moved beyond utility, to becoming one of the most important aspects in any modern bathroom design. Bathroom Bizarre's Jasmin Kraneveldt offers an overview on some of the hottest shower design trends currently hitting the market:

#### **Style and design**

"Showers are no longer a bathroom afterthought, but have become integral in creating an oasis of relaxation," says Jasmin, adding, "Current developments in shower design are functional, yet beautiful. Individuality is most definitely in – more and more consumers are taking great care to custom select everything, right down to the last detail – from the shower rose, the shower faucets, drain, mosaics, tiles, shower splashbacks, shower doors, and so on – creating a shower that reflects their unique sense of style."

Spa-inspired spaces rule, as homeowner's looks for ways to escape the rat race and recharge their batteries. Think spacious, expanded double showers, wide openings, curb-free entrances and seamless glass shower partitions. Glass allows 100% of all natural light to flood the space, making bathrooms feel larger. Free-standing shower columns are also gaining traction. Sophisticated frameless or semi-frameless shower enclosures or doors are very much en-vogue, notes Jasmin: "It's perfect if you want to make the space more elegant and if you want longevity, versatility and class. What's more is that frameless shower enclosures don't break any visual lines running throughout the bathroom space – further enhancing the illusion of a seamless and spacious flow throughout."

Luxurious, enclosed steam showers are another feature that increasingly more consumers are splurging on. "Steam rooms have been popularised in many private gyms, and steam showers, such as the AA0001 Black Aluminium Steam Shower and the AE032 Quarter Round Steam Shower from Bathroom Bizarre, allow you to take advantage of steam therapy in the luxury of your own home. They combine the benefits of a steam room with a shower – giving them a dual functionality and saving space on the process," explains Jasmin.

Wet rooms are another modern-day favourite and ideal for family homes. They are ideal for small, awkward spaces and offer the versatility and size that can transform any well-proportioned bedroom into an en-suite. Many shower rooms are equipped with a built-in bench running along one of the shower walls, which makes the space more functional and easier to use. Says Jasmin: "Being able to sit down in the shower is a wonderfully functional luxury – if you don't have a built-in seat, then you should consider investing in a purpose-built shower seat from Bathroom Bizarre."

Rimless showers have no lip dividing the shower space with the floor running to the rest of the bathroom. Instead, the shower floor slopes downwards toward the drain to ensure the water from the shower ends up in the drain and not flooding the entire bathroom space. "Even drainage systems have been revolutionised," says Jasmin, "Expand-A-Drain for example, available from Bathroom Bizarre, is an excellent, effective drainage solution making your shower safer, more hygienic and offering designer appeal. It comprises an expanded solid grid-type cover that runs along the one side of the shower to ensure maximum drainage without blocking or clogging. It is available in various different sizes and designs."

#### **Heads up**

"Showerhead design will play a large part in influencing the overall look and feel of your shower," says Jasmin. With a wide variety of showerheads to choose from, you can customise your shower experience with soft sprays or powerful massage jets. Showerheads, otherwise known as showeroses, come in many different styles to match all interior schemes and budgets. Body

sprays, eco-friendly low flow, handheld, multiple showerheads, hydrotherapy and therapeutic lights are all very much on-trend. Rain showerheads, digitally controlled spray configurations and chromatherapy are just a few of the latest and most coveted mechanical advancements in showerhead technology. "Body sprayers, which are integrated into the shower wall and can be adjusted to massage the body or produce a relaxing mist, add another layer of luxury to the shower experience," says Jasmin.

### **Cover story**

When it comes to wall and floor coverings, Jasmin notes that the combination of ceramic or porcelain wall tiles and mosaics on the shower floor remain an ever-popular and oh-so-practical choice. However, she notes that increasingly more people are looking at other materials: "The most common and economical material for shower surrounds and floors remain tiles, however, other current favourites include natural stone, manufactured stone, glass block, glass tile, porcelain and acrylic."

Changing the scale of the tiles adds interest to the walls and floors, explains Jasmin: "Oversized porcelain tiles that offer the minimum grouting lines possible remain a popular choice. Subway tiles – used on both the walls and floor – are also incredibly popular nowadays." She says a newly introduced favourite is Lustrolite, available at Bathroom Bizarre – a high gloss, acrylic sheet used for indoor residential decorative paneling: "Lustrolite comes in a variety of trendy colours, which won't crack, chip or scratch or discolour, making it perfect for shower and other bathroom applications."

### **ENDS**

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