

## **PRESS RELEASE**

### **Lap of luxury**

*01 September 2014, Johannesburg:* The hotel style has become a major influence when it comes to high-end bathroom design. Craig Taylor, from leading bathroom accessories and heated towel rail supplier, Bathroom Butler, shares his thoughts on how to emulate the luxury and opulence inherent in the most exclusive hotel bathrooms.

### **Designer details**

“Fresh fluffy white towels, top-end finishes, large mirrors, an oversized bathtub, miniature toiletries, a plush gown and slippers, and impeccable levels of hygiene,” says Craig when asked what comes to mind when he thinks of an exclusive hotel bathroom. There’s nothing quite like soaking away in luxury after a long day of trawling the streets of the new city you’re exploring, and why shouldn’t that be the case right at home?

“The luxury hotel aesthetic is all the buzz right now with regards to bathroom design, and there’s no secret that Bathroom Butler derives a lot of inspiration from the look in order to create its range of high-end bathroom accessories and heated towel rails,” notes Craig. He says that he absolutely loves the idea of re-creating that pristine, supremely comfortable, uncluttered and lavish feeling you get from a hotel in your very own home, to be enjoyed every day of the year.

“It’s one thing making a bathroom look amazing, but it’s quite another keeping it that way,” says Craig, “and with high occupancy volumes, high-end hotels have to ensure that the products they choose are manufactured to the best possible standards – they have to be sturdy and durable, as well as aesthetically inviting, so that they look as good as new to every guest coming in.” This is where Bathroom Butler takes the hotel-luxe look to the next level, with bathroom accessories that are manufactured from smart Grade 304 stainless steel, notes Craig: “Grade 304 stainless steel is an amazing choice for any boutique hotel-type application. Not only does it have a brilliant shine that just oozes elegance, but it will never flake, peel, chip or rust, it is easy to maintain, and because of its non-porous nature, it is incredibly hygienic as it doesn’t collect bacteria or algae.”

He suggests looking at your bathroom through the eyes of a guest – would you fork out hard-earned cash to spend the night in a hotel with a bathroom like yours? If not, then it’s time to sort out all those loose ends. “It can be something as small as a wobbly toilet roll holder to make the space feel like it’s poorly maintained. This is something that will never happen with Bathroom Butler’s patented RIGID Loc RIGID Loc Mounting System, which is a specially designed mounting system that is able to prevent screws from working loose over time. This ensures that the accessory will remain firmly and permanently secured to the wall.

“For us at Bathroom Butler, it’s all about providing supreme functionality, high-end quality, perpetual innovation and stylish design to all of our customers so that when they step into their bathroom, they don’t have to worry about anything, they can simply unwind in the lap of luxury,” explains Craig.

## **10 ways to get the hotel look**

Craig offers the following pointers on how to successfully achieve the hotel look in your bathroom space:

1. **Shelving chic:** Place a room fragrance, single bud vase, candle, soap and hand cream on an elegant glass shelf, in order to frame the items as a contained focal point.
2. **Clean slate:** De-clutter the space as much as possible, and clean it regularly to create a refreshing and peaceful retreat that takes you away from the world outside.
3. **White wash:** Nothing exudes pure luxury quite like all-year-round access to deliciously dry towels whenever required. Bathroom Butler’s wide range of heated towel rails provide a locale on which to hang your towels whenever required, and will ensure that they are hygienically dried, no matter the weather. They also boast temperature controls to ensure all-weather use, as well as making them very energy efficient to use.
4. **Clear as day:** Swop out your shower curtain for a frameless glass door and shower enclosure for a more top-end feel. Just be sure to keep it spick-and-span with a regular wipe down. For smaller bathrooms, you can save space by mounting a special glass-mounted towel rail from Bathroom Butler directly on the glass shower panel.
5. **Light the way:** Install down lighters on dimmer switches to create a more intimate atmosphere, and handy task lighting next to the mirror for applying makeup or getting a close shave.
6. **Mini me:** Keep a selection of travel-sized luxurious beauty products for a special treat for you and your guests. You can decant your trusted brands into pretty and petite bottles for this purpose.
7. **Cover up:** Hang crisp clean bathrobes on the back of the bathroom door or on the bathroom wall via a robe hook, with a pair of matching slippers, for added after-shower luxury and to make you feel like you’ve just stepped into a spa.
8. **Double up:** A double toilet paper holder is a regular requirement for hotels nowadays, so why not follow in their footsteps with Bathroom Butler’s 4606 Double Toilet Paper Holder to make sure there is always an extra roll of toilet paper on hand when you need it most.

9. **Luxury living:** If you have the luxury of a big bathroom, why not place a beautifully upholstered armchair or chaise lounge in there, turning an ordinary bathroom into your own private haven. Or for utter decadence, why not include a fireplace for added warmth and luxury?
  
10. **Fine finishes:** Choose quality finishes, such as marble countertops, Grade 304 stainless steel accessories, or natural stone flooring that will stand the test of time and never go out of style.

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