

PRESS RELEASE

Bath-time bliss...

Craig Taylor from Bathroom Butler, the leading bathroom accessories & heated towel rail manufacturer, reveals the major trends emerging in the world of bathroom design.

22 April 2014, Johannesburg: Are you considering a bathroom makeover, a renovation or are you perhaps building a new space from scratch? Are you unsure of what style to opt for? Then read on for design inspirations and ideas as Craig Taylor from Bathroom Butler offers an overview on the latest and greatest bathroom trends currently making the biggest splash.

“At Bathroom Butler, it is crucial that we remain abreast of what bathroom designs are currently trending. We are continuously looking at what’s popular internationally and locally to ensure that our products remain relevant and current. Having said that however, bathrooms are not spaces that would get a makeover every year, and as such, it is also important to choose items that won’t go out of style too quickly. Ensuring that your bathroom is on trend, while also offering longevity of style, is a fine balancing act, but definitely achievable. It is essential to choose a style that resonates with you personally, when selecting items for your bathroom space and always go for the best quality items that you can afford,” advises Craig.

Here is the lowdown of his top eight trends shaping bathroom design today:

1.) Natural beauty: “When looking for a new design, it is always a great idea to draw inspiration from the great outdoors to infuse a sense of welcoming serenity into the space in question. This is especially true for the bathroom, which is by nature, a hard and cold space that can sometimes feel uninviting,” explains Craig. He notes that more and more natural influences are being seen in current bathrooms – from natural earth colour palettes, to the introduction of raw materials and indoor plant life and vertical gardens: “Nature softens the bathroom space and makes it more inviting.”

2.) Sustainable style: The growing awareness surrounding sustainable living is having a visible effect on home design, even in the bathroom, says Craig: “Today, we are seeing increasingly more products being manufactured from recycled or recyclable materials. However, it is not just about aesthetics and statement pieces, but it runs deeper – consumers in general are looking at the cradle-to-grave environmental impact of the various products they invest in – from methods of manufacturing and the materials they are manufactured from, to the kind of carbon footprint they would leave at the end of their lifecycle. All Bathroom Butler’s bathroom accessories and heated towel rails for example, are manufactured from Grade 304 stainless steel, which is 100% recyclable. BETTE products, on the other hand, are manufactured from titanium steel, which is also eco-friendly and as a natural raw material, it is 100% recyclable too.”

3.) Efficient luxury: Environmental consciousness is all about consistently looking to reduce water and electricity consumption. And it is a growing trend says Craig: “As a general rule of thumb, homeowners want better energy and water efficiency ratings in their homes, but they don’t want to compromise on luxury. Luckily, with innovative technology and clever design, today it is possible to have both – from supremely water efficient faucets, shower roses and toilets to heated towel rails, such as those from Bathroom Butler. Bathroom Butler’s heated towel rails for example, come with a built-in temperature switch, which allows for reduced energy consumption due to the greater control over power usage. The bottom line is that if you choose cleverly, you can actually enjoy five-star bathroom luxury at a very minimal cost.”

4.) Freestanding tubs: Our love affair with freestanding bathtubs isn’t over – the bathtub is not only a sculptural focal point within the bathroom space, but it is also a proud invitation to relax,

rejuvenate and unwind. Says Craig: “Freestanding bathtubs are attractive on both an aesthetic and an emotive level, as it stands as the quintessential symbol of downtime and self-indulgence.” He suggests considering the proportions of the bathtub and how the design of the tub will look in your bathroom space: “Curves can soften the look of a bathroom space, while angular lines can add structure to the room. Also, it is important to remember that you need a comparatively large bathroom space to feature a freestanding bath. If space is limited, then consider including a semi-inset stand-alone tub, such as those from the premier BETTE range – one side of the tub is designed to fit against a wall, while the other offers the look and feel of a freestanding tub.”

5.) Streamlined good looks and sacred geometry: Currently, there is a big move towards simplicity and cleaner, more contemporary lines. Says Craig: “This is not to say that bathrooms are trading in their cosy, rustic charm in lieu of contemporary glamour, but that there is a definite focus on cleaner lines and a more minimalist vibe.” Clean geometric shapes and designs are also gaining popularity, notes Craig: “Geometric designs are increasingly being used throughout the bathroom space – from tiles to sanitaryware and bathroom accessories. Geometric shapes are a great solution for those who wish to add depth and visual interest to an otherwise neutral space. Bold geometric designs, such as those used for Bathroom Butler’s heated towel rails and accessories, add a sleek aesthetic and a good dose of high-impact drama and energy to the space in question.”

6.) Bespoke vanities: Floating vanities and fitted basins are becoming increasingly sought after. Craig explains: “There is a genuine quest for vanities that enhance the illusion of spaciousness, while at the same time offering lots of valuable storage. Basins are not seen as standalone pieces, but rather as an extension of the bathtub. It is becoming a popular practice to choose basins that complement the shape of the bath for added continuity.” He notes that the sleeker the design, the more popular the basin: “There is a drive to create the illusion of seamlessness – whether it is with a freestanding, countertop, built-in or wall-mounted basin. Incorporating the basin so that it is seemingly part of the vanity is paramount in achieving the desired effect. The pressed titanium steel BETTE basins are especially apt at this – featuring a very small lip, when installed, they form a seamless composition with the vanity countertop.”

7.) Extension of the living space: One of the biggest trends at the moment, is the creation of bathing zones that have been designed to look and feel like an extension of the living areas. So says Craig, who adds: “The bathroom is undoubtedly becoming a feature attraction in the home, and as such, so are bathroom fittings and fixtures that emulate furniture.” He says that this trend can be easily incorporated into any bathroom space: “Adding pieces of furniture and décor to your bathroom will allow you to personalise this space and make it feel more inviting.”

8.) Shades of grey: The grey colour palette has been popular for quite some time now, and it seems to be a trend that is here to stay. Says Craig: “Grey is a great colour palette – it is neutral and earthy, without being dull and boring. It can be infused with lighter shades of grey and slicker tones of white to lighten up a dark and lifeless bathroom. Or an amalgamation of darker tones can be used to create a moody and sophisticated space. Grey colour palettes are a great choice for bathroom spaces, not only because they are timelessly classic, while still being edgy, but they also have the ability to make white sanitaryware and stainless steel accessories pop!”

ENDS

Released on behalf of Bathroom Butler (www.bathroombutler.co.za) by The Line (www.theline.co.za, ant@theline.co.za).

