10 Bathroom Design and Innovation Trends

As seen at ISH March 2015

Published by TREND-MONITOR March 2015
Contents

ISH 2015 .......................................................... Page 3

Bathroom Trend No.1
Black is the New White ........................................ Page 4

Bathroom Trend No.2
Rose Gold .......................................................... Page 5

Bathroom Trend No.3
Gentle Curves ...................................................... Page 6

Bathroom Trend No.4
Traditionally-Modern .......................................... Page 7

Bathroom Trend No.5
It’s all in the Detail... ............................................ Page 8

Bathroom Trend No.6
New Generation Washbasins ................................ Page 9

Bathroom Trend No.7
Singing in the Shower ........................................... Page 10

Bathroom Trend No.8
Shower Toilets .................................................... Page 11

Bathroom Trend No.9
Home Spa Enhancements ..................................... Page 12

Bathroom Trend No.10
Putting the Consumer in Charge ......................... Page 13

Sources ............................................................. Page 14

About TREND-MONITOR ..................................... Page 15
Hosted by Messe Frankfurt at their exhibition grounds close to the centre of Frankfurt, ISH played host to over 2,400 international exhibitors including all market leaders, who launched their latest products, innovations and technologies onto the world market.

This year’s visitor numbers were upwards of 198,000 and from all areas of the trade; installation, retail, engineering, architecture, housing and property companies, service providers, public authorities and universities.

Under the main theme of ‘Comfort meets Technology’, the focus of the ISH 2015 was on energy efficient buildings as major cornerstones of the energy revolution and highlighted current issues and trends within each sector.

TREND-MONITOR visited ISH to investigate key trends and innovations within the bathroom sector and evaluate their relevance to the UK market.
Bathroom Trend no. 1

Black is the new White

After many years of white ceramics and chrome brassware, there is finally a colour breakthrough with the introduction of black accent colours into bathroom design.

For many years now, bathroom manufacturers have been introducing bright colours into their ranges as a point of difference, but the reluctant consumer has not been tempted away from white sanitaryware and chrome brassware. However, as a neutral background, black is as friendly as white when it comes to working with different finishes, textures and colourways, and is a design statement which could endure the required 17 years if necessary.

As the average bathroom is refitted once every 17 years, the fear of having to live with a colour that may very quickly go out of fashion has put many consumers off.
Bathroom Trend no. 2

Rose Gold

Amongst the many different brassware finishes being offered by manufacturers, the **standout finish at ISH this year was Rose Gold.**

The big sign on the Kohler stand ‘Fall in love with Rose Gold’ says it all.

Similar to copper, Rose Gold has a soft warmth and subtlety which is far removed from the brash gold’s of the 1970’s and makes today's bright chromes seem a little harsh in comparison.

Bright Gold brassware fell out of fashion in most markets many years ago, and although regaining its popularity in the US and far east countries, it has been mainly shunned by the European markets.

However, copper finishes have enjoyed a recent surge in popularity in other areas of interior design, and Rose Gold is the natural alternative to copper for bathroom furnishes.
Bathroom Trend no. 3

Gentle Curves

The corners have been knocked off the designer market and the result is a softer silhouette in the bathroom.

As a backlash to the hard lines and sharp corners which have dominated the designer end of the bathroom market over recent years, curves and softer edges are now being introduced in all product categories.

The modern clean lines are still there, this time with the corners smoothed out, resulting in a bathroom which is easier on the eye and more comfortable to live with.
Bathroom Trend no. 4

Traditionally-Modern

A fusion between traditional and modern design has created a new market sector for the bathroom industry

Where traditional products and modern designer products have previously been seen as separate market sectors, there is now a blurring of the differences between the two styles.

A strong trend for the UK with its older housing stock, traditionally-modern allows a contemporary bathroom in a period property without compromising on the overall design aesthetics.

Different from the current trend for 60’s and 70’s retro products, traditional-modern takes design cues from the Victorian and Edwardian eras and interprets these into a modern product.
Bathroom Trend no. 5

It’s all in the detail

Adding subtle detailing to an otherwise standard product, creates a point of interest without making an overt design statement.

Adding delicate detailing is the way bathroom manufacturers are making their products stand out from the crowd whilst keeping within the comfort of a white and chrome colour scheme.

Detail in the form of etching, gentle textures or a hint of wood is restrained and understated so as not to cause too much disruption to the eye.
Bathroom Trend no. 6

New Generation Washbasins

The latest bathroom washbasins are lightweight, slim, strong and beautifully engineered.

Roca launched its new FINECERAMIC® material at ISH 2015; a strong, ultrafine ceramic material that allows fine detail and precision designs not possible with traditional sanitary porcelain.

This 100% ceramic material claims to be 30-40% lighter with 30% greater tensile strength than conventional fine fireclay.

Together with the likes of Alape’s glazed steel basins and mineral-cast basins developed for high-end bathroom companies such as Burgbad, Roca’s FINECERAMIC® is tapping into the trend for beautifully crafted, lightweight, durable basins for the designer bathroom market.
Bathroom Trend no. 7

Singing in the Shower

Proven to reduce stress, increase circulation and improve your mood and now Bluetooth technology makes singing in the shower an even more enjoyable experience.

Where previously, music in the bathroom meant balancing your portable radio on the edge of the bath, today’s technology provides a number of waterproof ways to incorporate music into your morning showering routine.

Most devices are a variation on waterproof speakers, but Kohler has gone one better with their Moxie® Showerhead + Wireless Speaker which is a Bluetooth-capable device that allows you to sync your phone, tablet, computer or music device to the speaker incorporated within the showerhead.
Bathroom Trend no. 8

Shower toilets

The shower toilet has been part of Japanese lifestyle for many years. Now it is benefitting from a European revolution in toilet habits.

Estimated to be fitted into at least 70% of Japanese households, the shower toilet is an electronic ‘smart’ toilet seat, bidet and dryer all in one and can be fitted to a standard toilet.

The push for European sales has been led by Japanese sanitaryware producer, TOTO, with their signature product, the Washlet.

Although cultural differences in hygiene and personal care have meant that sales in Europe were initially slow, the rapid development of smart appliances and the requirement for water efficient products has helped the shower toilet gain a foothold.

A number of other sanitaryware manufacturers are now following suit, such as Gerberit and Duravit, who have developed their own shower toilets and are actively targeting the European market.
Bathroom Trend no. 9

Home Spa Enhancements

The bathroom is often seen as sanctuary and spa area and now the spa concept is being taken to a new level.

Consumer research has shown that the bathroom is often used as a place of sanctuary away from everyday stresses, and manufacturers are always looking for ways to enhance the bathroom spa experience.

With wellness being a key theme at ISH 2015, steel bath manufacturers, Kaldewei, presented their latest development in bathroom spa culture, Skin Touch.

A stream of micro sized air bubbles are released into the bath water and dispersed evenly in the water, giving the impression of a luxurious milk bath. Kaldewei claims that this leaves the skin silky soft and smooth even without adding bath products.

Always ahead of the game in bathroom wellness innovation, Dornbracht presented their Comfort Shower, a seated shower experience which, according to Dornbracht, “encourages deep relaxation, making it easier and more comfortable to carry out active treatments such as peeling or massaging”
Bathroom Trend no.10

Putting the Consumer in Charge

The protection of natural resources was one of the key themes at ISH 2015 and in particular intelligent energy monitoring systems.

The latest products coming onto the energy efficiency market put the consumer in charge of regulating their own use of energy and natural resources.

Water saving products for the bathroom which restrict the amount of water used have been widely available for some time now. However being able to monitor the amount of water and energy used and making an informed decision about household consumption is more appealing to consumers.

For example the Kott-SmartA by Kottmann Technology shows the amount of water used whilst showering, the water temperature and the resultant efficiency class. Easily fitted to a shower hose, the manufacturers of this gadget claims it will reduce annual household water consumption by 8500 litres.
Sources:

ISH, Frankfurt 2015  
www.ish.messefrankfurt.com

Alape  
www.alape.com

American Standard  
www.americanstandard-us.com

Bisk  
www.bisk.eu

Burgbad  
www.burgbad.de

Carlo Frattini  
www.fimacf.com

Dornbracht  
http://www.dornbracht.com

Duravit  
www.duravit.com

Gerberit  
www.geberit.co.uk

Glass 1989  
www.glass1989.com

Kaldewei  
www.kaldewei.com

Keuco  
www.keuco.com

Kohler  
www.kohler.com

Kottmann Technology  
www.kottmann.eu

Marmorin  
www.marmorin.pl

Porcelanosa  
www.porcelanosa.com

Roca  
www.roca.com

TOTO  
www.gb.toto.com
About TREND-MONITOR

TREND-MONITOR is an online resource for business professionals, delivering important and timely insights into trends which affect the home improvement industry.

Combining a number of different resources including primary and secondary research, data gathering, industry events, consumer surveys, social media and interviews, TREND-MONITOR identifies emerging consumer, industry and macro trends and assesses the impact these trends will have on home improvement product categories.

TREND-MONITOR is owned and operated by J M Blake Associates.

www.trend-monitor.co.uk
0113 209 3288
hello@trendmonitor.co.uk