

I N D I A ' S F I R S T W A S H R O O M M A G A Z I N E

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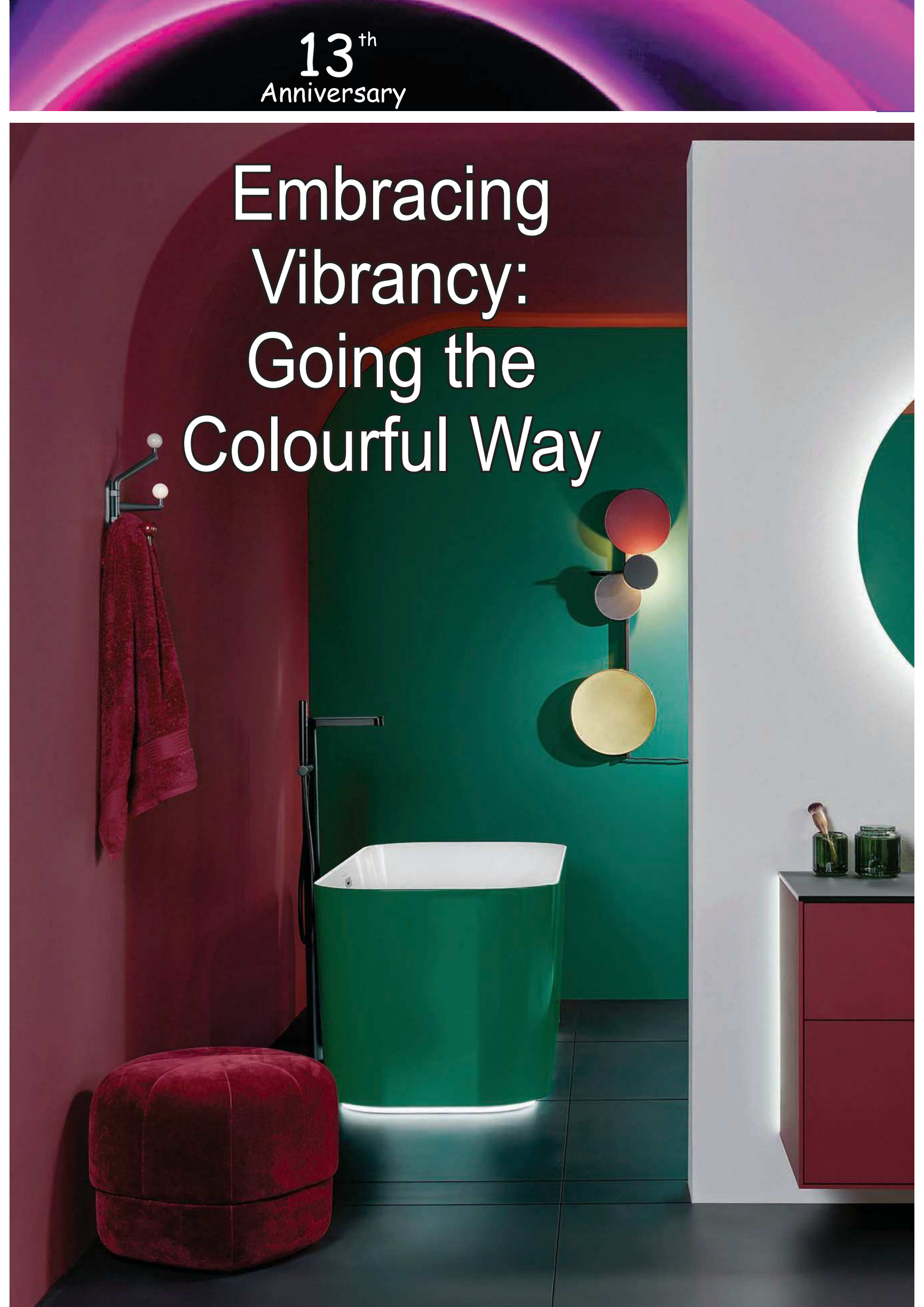
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WASHROOMS AND BEYOND

13th
Anniversary

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Anniversary

Embracing Vibrancy: Going the Colourful Way



Bathrooms are no longer a mere functional space. To provide the users with the best experience, designers are embracing individualism to make the space reflect the user's true self. And, this has led to introducing another interesting trend – the infusion of vibrant colours into bathroom spaces.

Traditionally considered sanctuaries of serenity and simplicity, bathrooms are now undergoing a colourful transformation, with designers and users alike opting for bold and lively palettes. Interestingly, this shift is not limited to just wall colours or accessories but extends to fundamental elements like sanitaryware, faucets and vanities.

Infusion of Colours: What's Driving the Trend?

Over recent years, there has been a notable shift in consumer preferences, with the bathroom emerging as a sanctuary for self-expression and individuality. In this evolving landscape, the bathroom is increasingly viewed as a personal space that reflects one's unique personality.

Parveen Kumar Khurana, Director (Sales, Marketing & BD), Roca Bathroom Products Pvt. Ltd. opines, "We have observed a growing trend where customers desire personalised bathrooms, and, intriguingly, we've received requests for faucets matching the colour of their phones. This underscores the significance of customisation and personalisation in the contemporary bathroom design choices made by our discerning customers."

Sudhanshu Pokhriyal, Chief Executive Officer, Bath & Tiles, Hindware Limited agrees, "Bathrooms are no longer just functional spaces; they have become experiential zones. The evolving trend of incorporating vibrant colours into sanitaryware

Photo Courtesy: Villeroy & Boch

Coloured sanitaryware and bath fixtures have opened up a realm of possibilities for designers to experiment with various hues and tones. Leaders from the sanitaryware and bath fixtures industry share insights on what's driving this trend, challenges, popular colour schemes and finishes and where it works best, with Mrinmoy Dey



Jitender Yadav

General Manager - NPD,
Marketing, Asia & Gulf Region Sales,
Delta Faucet

We have observed that consumers are loving differentiated finishes like black stainless PVD, glamour finishes like polished gold and also want the option of various handle types for faucets (like lever type, cross handles, handles with a twist, mixed colour knobs) and which also offer the use of mixed material like onyx, concrete, porcelain and wood.

been reinforced over time through marketing and cultural factors. This association is so strong that white is often seen as the default choice for sanitaryware and bath fixtures in washrooms."

However, Gaurav Malhotra, Managing Director, Hansgrohe India asserts that hygiene goes well beyond colour. He shares, "Many companies including Hansgrohe have developed initially special surface coatings and now special ceramic glaze that blocks the growth of bacteria in the toilets. General awareness about technical aspects of products is increasing, thereby, ensuring that companies continue to develop new products aimed at improving hygiene in general and also work on educating the customers on the same."

He further adds, "We believe that colour does not really help in



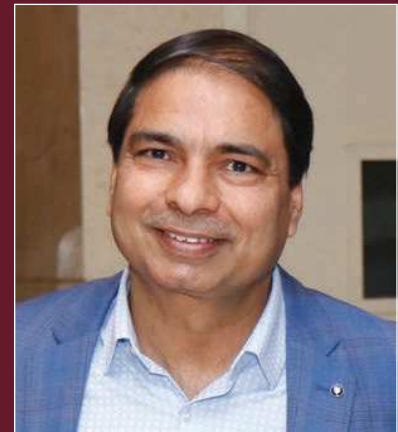
Photo Courtesy: Parryware

ensuring better hygiene beyond a basic visibility advantage. Colours will always be more integrated towards design themes than really aimed for hygienic benefit."

Stefan Gesing, CEO, Dornbracht feels that in the future, the combination of white and hygienic will only apply in public areas. "The private bathroom is more about an intimate atmosphere that is less associated with the colour white. That's why alternative finishes are of greater importance here. Dark colours and warm gold tones in particular contribute to a cosy, intimate atmosphere and help transform the bathroom into a private sanctuary."

Jitender Yadav, General Manager - NPD, Marketing, Asia & Gulf Region Sales, Delta Faucet quips, "White or simple chrome being cleaner is a dated thought beyond which most evolved designers have moved on already. This is because they have understood the role of PVD technology in providing surfaces that are actually cleaner and more hygienic than before."

Yadav further informs, "We, at Delta Faucet, have actually gone beyond PVD to offer consumers a technological breakthrough in 'Lumicoat Finishes' which are



Parveen Kumar Khurana

Director (Sales, Marketing & BD),
Roca Bathroom Products Pvt. Ltd.

White products have been the primary volume driver for our brand. However, for our discerning niche audience, we do offer our vibrant coloured range. In 2019, Parryware established itself as a pioneer in the sanitaryware industry by being among the first companies to introduce a coloured range with the debut of the Nightlife collection. Further, we are excited to introduce a new and upcoming coloured range which will encompass both our sanitaryware and faucet products, featuring three distinct colours: rose gold, gold, and matte black. The sanitaryware will include wall-hung water closets and countertop basins to provide a diverse range of options.

super smooth, easy to clean, water repellent finishes which keep the faucets and showers uber clean and more hygienic than ever before."

Bies opines, "I believe that both ways of thinking, white and coloured, have their raison d'être. It always depends on the bathroom and what there is to design. In projects with a focus on hygiene, like hospitals or retirement homes, I think the trend will always be towards white; but in hotels or