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Product Trend Report

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Portfolio of Showrooms | **36**

KITCHEN & BATH SHOWROOMS SHOWCASE 'WOW' APPEAL

Photo: Scott Hasson Photography

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NEW SURVEY IDENTIFIES DESIGN PROCESS CHALLENGES

Scavolini's Baltimore bath line showcases classicist architecture in a contemporary key. Featuring framed doors, the Baltimore is available with glass, as well as stained or lacquered wood in a range of finishes and decoration. A wide range of handle options provide 18 different solutions for personalization. Other special features include mirror units, large display cabinets, bases with curved end elements and dedicated lighting. Circle No. 160 on Product Card



CLEAN AND CRISP

The days of complicated lines and intricate details have passed. Manufacturers say they are seeing a trend toward simple, clean lines in transitional and even modern styling, with these out-weighting demand for traditional design in vanities. That doesn't mean, however, that one shape fits all. Though simplicity reigns, versatility is also important, making transitional style stand out.

"Contemporary styles are definitely the fastest growing trends in remodels, but transitional remains dominant in the bathroom since it often offers consumers the biggest bang for their buck," says Todd. Both styles feature more clean lines and simplified classic styling, she says.

Erica Roberts, product development manager at Ronbow in Fremont, CA concurs: "Transitional remains strong. It's very versatile." Contemporary styling is also on the rise, she adds. "People are slowly starting to model their bathrooms like the Europeans."

Bob Gifford, director, Bath Products, at Hastings Tile & Bath in Ronkonkoma, NY says contemporary styling is the most popular seen in the Hastings showrooms. "Customers tend to want very clean looks, and that translates into rectangular- or square-shaped vanities," he says.

Korneluk agrees. "We know that our customers and showrooms still appreciate clean and crisp looks – not fussy, so contemporary design is still a strong aesthetic," he says. He adds that elegant designs, whether straight crisp lines, or in a more organic shape like Laufen's Palomba line, remain popular.



In addition to the Premier and Centra Series custom vanities, Mouser Custom Cabinetry now offers a line of pre-designed bathroom vanities and storage cabinets for the bath. The handcrafted vanity and storage cabinets are offered in a wide range of designs, sizes, wood species and finishes. Circle No. 162 on Product Card



Wellborn Cabinet's Elegant Bath Collection is an extensive collection of vanity styles available in the company's most popular door designs and finishes. Furniture-style, free-standing vanities are offered in Wellborn's Designer Suites, which also offers modern, transitional, traditional, classic, curved and corner styles. Circle No. 163 on Product Card

Mucha agrees that consumers are gravitating to more transitional and modern designs, and says if they are looking for a more traditional look they go with a rustic or reclaimed wood rather than overly decorated traditional stylings. Fairmont offers several collections that evoke the old barn wood look, he says. "Depending on how the rest of the bathroom is designed, this look can fit in either a traditional or contemporary setting," he adds.

Wells says, "We are a nation of tree lovers, and we love our wood finishes, but we're now seeing those wood finishes translate into thoughtful, simple design." Some traditionalists are moving into transitional because it has a longer life span, he notes. Modern is also on the rise, which he attributes in part to the hospitality industry. "People who travel a lot expect their bathing space to be as comfortable, if not more, in their own home," he explains.

SOFTER FINISH

Manufacturers say that finish selection depends on the style of the bath, as well as the personal preferences of the homeowner. White is still big, and there is also a great deal of interest in grays and natural finishes. Color is beginning to spark interest in the marketplace as well.

"It really depends on your bathroom style," says Roberts. She says contemporary styles are going with grays, taupes and glossy white, sometimes in combination with each other. For transitional, gray tones, rustic oaks and reclaimed wood are top



One of the new bath collections from Omega Cabinetry, the Jardin Suite, is a refined traditional style with a touch of European flair. The bureau sink features moulding, beading, pilasters and a range of options that provide both beauty and functionality. A choice of seven cabinet configurations and six embellishment options allow for customization. Circle No. 164 on Product Card



The Bath Storage Towers from Decora Cabinetry are furniture-scaled towers with glass fronts that provide ample storage. Shown is the Decora Modesto in maple with a Cobblestone finish. Circle No. 165 on Product Card



Decolav is introducing the Matt Muenster Exclusive Collection of bath vanities. The Rylan Falls Suite features a streaked purple macassar veneer framed by a solid surface waterfall countertop and tempered glass panel. Circle No. 167 on Product Card



The Aiden Modular Bath Vanity Collection from Sunny Wood Products Co. offers a selection of functional components that allows a wide variety of freestanding and wall-to-wall configurations to be created. Showcasing clean lines and subtle features, the Aiden collection is finished in a gray/brown wood tone water-based finish that is environmentally sensitive. Circle No. 161 on Product Card



The Maori line by Ceresa, offered by Euro America Distributors (formerly Berloni America), is eco-friendly – with real bamboo and ebony wood available in gloss or matte finish. Straight, off square or curved base units create a unique alternative to traditional bathroom furniture. 1.6"-thick (4cm) doors are lightweight, which enhances functionality. Circle No. 166 on Product Card