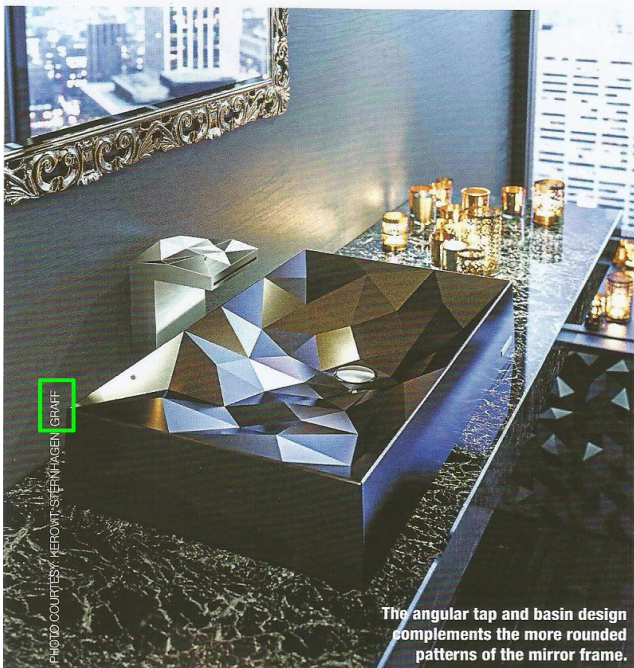
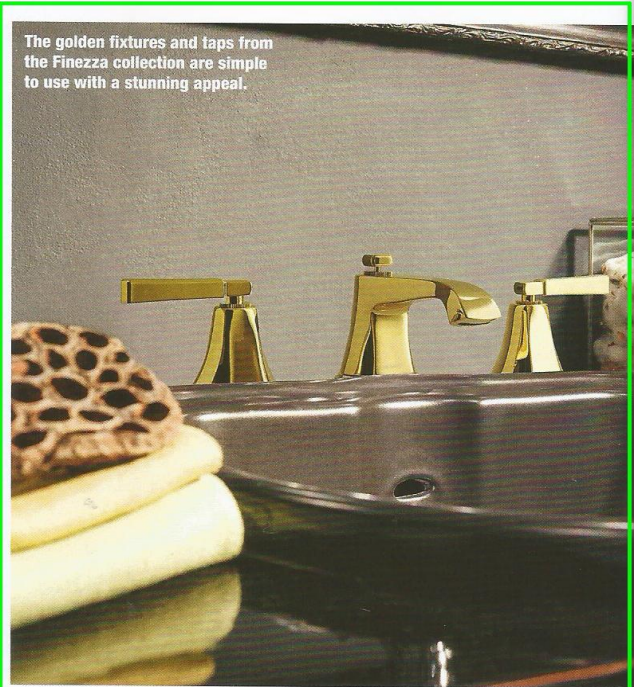


SPOTLIGHT | Special Feature – Sanitaryware

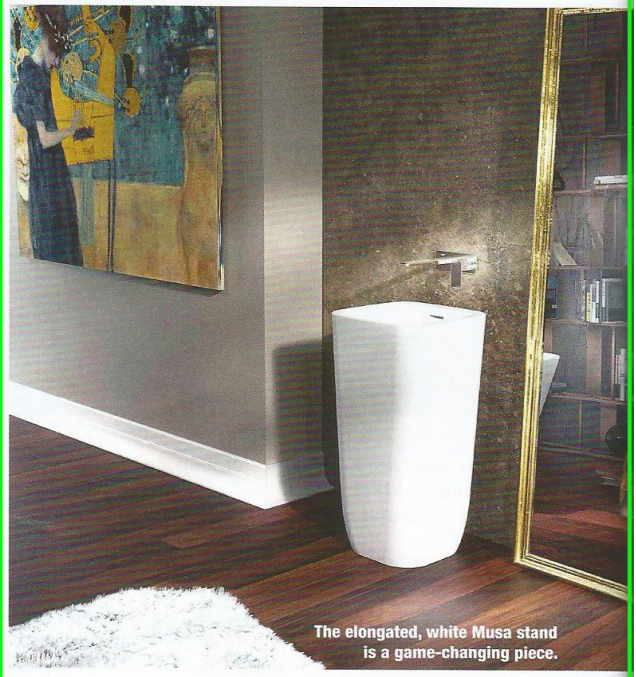
Classic white continues to be the preferred choice of designers.



The golden fixtures and taps from the Finezza collection are simple to use with a stunning appeal.



The angular tap and basin design complements the more rounded patterns of the mirror frame.



The elongated, white Musa stand is a game-changing piece.



The bathtub in white has clean lines and stands out in this beige-dominated bathroom palette.

The sanitary ware industry has become an intrinsic part of every urban household that adds definition to the way of our living. It is interesting to note that the sanitary ware industry in India is experiencing a growth of 12-15 per cent CAGR. This growth is expected to attain stability due to higher disposable income and changed preferences by the year 2021. The design trends for 2018 show that both designers and homeowners are looking for ways to break from the mould and create something unique with their styling. Tech, tiles and bold accents are being used to create modern and interesting vanity spaces.



This basin in gold reflects light to create a resplendant look.

THE TRENDS THIS SEASON:

- **The Colours:** Classic white is associated with cleanliness and remains a popular colour choice for sanitary wares. Clean designs in solid colors are also in.
- **The Convenience:** Simple designs and mechanisms work best. Users would not want to waste time figuring out how to use the levers, taps or buttons. Also, ensure sanitary wares are easy to use and safe for children, elderly people and persons with disabilities.
- **Environment-Friendly:** Bathroom fixtures and fittings should be environment and waste as little water or paper as possible.
- **The Luxe Appeal:** Sanitary wares fall under the luxury segment and there will be more and more consumers investing in private spas, saunas, lavish showers and bathrooms.
- **Brass and Gold:** Fixtures in warm brass and gold tones are being used to complement the popular, cooler bathroom colours in greys. The gold tone adds the right amount of depth, dimension and luxe feel to your vanity. ■

Text: Debarati Chakraborty