

SPECIFICALLY FOR THE BATH

- **Modern/Traditional Mix:** Classic and contemporary details are combining in bath faucets for a decidedly modern, yet timeless look. This sensibility is exemplified by faucet styles that merge minimalist and fluid contours with traditional details such as art deco and geometric patterning. (Rohl, Hansgrohe, Harrington Brass Works, Watermark)



- **Industrial Chic:** The popularity of lofts in urban areas has inspired a growing demand for Industrial-looking sinks and plumbing fixtures. This look is illustrated by cross-handle style faucets, which are still going strong, as well as unfinished metals such as raw brass and exposed screws that have an uncanny resemblance to tools. (Watermark Designs, Diamond Spas, Kallista)



- **Sculptural Glass:** Glass block is being replaced for privacy in the bath by uniquely sculpted ice-like glass panels in a range of colors, shapes and textures. In decorative bath hardware, glass and crystal art is surfacing in geometric shapes and motifs such as starfish. Richly hued glass in the form of mosaic tile is also sculpting itself to curved walls and other surfaces. (Contemporary Bath Design, THG Paris, Cartier Glass Mosaics)



- **Let it Flow:** Faucets that produce natural cascades of water for a spa-like feel in the bath are literally going mainstream. Designs boasting flat broad spouts and are purposely not equipped with an aerator to enable an open flow for a soothing sound, feel and a look that's as transparent as glass. (Watermark Designs, Harrington Brass Works, MEM from Dornbracht, Murano from KWC)



- **Grab One!** Once considered a utilitarian necessity for universal design, grab bars are appealing to consumers of all ages as a standard safety feature in the bath. This trend is reflected in the wider array of stylish options and finishes now available. (Watermark Designs, Moen)

Stay tuned for our next trend report to come out shortly after the upcoming Builder's Show, held January 19 – 22, 2004 in Las Vegas. It's sure to come in handy when your head is spinning after perusing aisles of new products and sorting through stacks of press kits.



Hot Trends cited the companies that best illustrate the trends identified at the the Luxury Show, whether or not they were in attendance.

If you would like additional information on products featured in this report, please contact

Linda Jennings at: 941.351.1005,
linda@jenningsandcompany.com

or Mary Beth Duehr at: 201.573.0048,
mbduehr@earthlink.net

JENNINGS & COMPANY
PUBLIC RELATIONS • ADVERTISING • MARKETING

436 Woodland Drive • Sarasota, Florida 34234

941.351.1005 • fax 941.351.0846

jenningsandcompany.com • linda@jenningsandcompany.com



HOT TRENDS

what's new in the kitchen & bath industry

Compiled by Jennings & Company, January 2004

Dear Editor,

When it comes to kitchen and bath trends, the luxury sector is ahead of the curve with cutting-edge products and designs. The Luxury Kitchen and Bath Collection, held recently at the Metropolitan Pavilion in New York, certainly proved this to be the case. Here high-end companies including SieMatic, Watermark Designs, and Harrington Brass Works were joined by influential architects and designers in revealing what products and design sensibilities are really driving the luxury market.



RECAP OF THE NEW PRODUCTS UNVEILED
AT THE LUXURY SHOW IN NEW YORK CITY



IN THE KITCHEN

- **The Open Plan Evolves:** While designing kitchens to be more open to living areas has been the rage for some time, the division between the spaces has remained clear. But, now, this line is blurring as kitchen cabinetry is being replaced by stand alone open-plan furniture and consumers are adding everything from love seats to reclining chairs, to create cozy sitting areas within the boundaries of the kitchen. (YesterTec)



- **Techno/Traditional Mix:** When classic proportions and traditional elements meet high-tech kitchen systems, the result is classically enduring, yet state-of-the-art. This was certainly the case when Mick De Giulio, CKD, collaborated with SieMatic in a cabinetry design that married "old," embodied in specially

handcrafted components, with "new" through the incorporation of high-tech function. (Beaux Arts collection for SieMatic, European Country Kitchens, Bentwood Kitchens)

- **Alternative Metals:** Appliance companies are moving away from high-maintenance traditional stainless steel to embossed stainless steel finishes that offer the same durability and contemporary elegance, but require less wiping of fingerprints. (Iridium from Fisher Paykel, SubZero is coming out with carbon stainless steel and platinum finishes.)



- **Pot Fillers:** Once a novelty add-on, pot fillers are emerging as a "must have" convenience in today's kitchens, where commercial-style stoves and large pots are meeting the demands of large families and consumers who entertain. (Watermark Designs, Grohe)

- **Sculptural Hoods:** Now more than a utilitarian necessity, ventilation hoods have become the fireplace mantle of the kitchen. Manufacturers are offering more options in hood styles and designers are making customized design statements through the creative use of hood liners and the building out of facades with unusual combinations of materials. (Broan-NuTone)



- **Kitchen Migration:** Kitchen prep areas are migrating to other areas of the home as busy lifestyles dictate the ultimate in convenience everywhere from the laundry room and walk-in closet to the bath. Designers are creating coffee as well as wine prep areas, complete with sinks and small-sized appliances including refrigerators and wine coolers. (Marvel, Miele, YesterTec)



IN THE KITCHEN AND BATH

- **Dull Surfaces Shine:** It's matte, not shiny that's hitting the trend in everything from kitchen countertops to bath plumbing. In countertops, honed natural stone, engineered stone and concrete are the most directional. Hardware, from faucets to door pulls, looks like its been around a while. Standouts include oil rubbed bronze and copper that's antiqued or has a patina as well as brushed nickel, satin copper and satin nickel. (Bouvet handle in satin copper from Watermark Designs, concrete countertops from Cheng Design, hardware from Hansgrohe, Fairytale Oak Pedestal Lavatory from Elite Bath)



- **Mix Masters:** High-end manufacturers are creating interest on surfaces with combinations of materials mixed together. Pewter, new on the scene, is being mixed with stainless steel, wood and stone for an eclectic look in the kitchen. It's also popular to use metal liners with ceramic and glass tiles. In the bath, various woods such as bamboo mixed with stainless steel are showing up on vanities and toilets. (Teka, Artistic Stone Design, Poggenpohl USA, the Cerine Collection from Neo-Metro)



- **Perfect Match:** In decorative hardware matchy-matchy really is in. The wide array of finishes and motifs being offered by manufacturers makes it easy to find a style that aesthetically works with most any kitchen or bath while creating a unique, but cohesive look. In fact, the distinctiveness driving the category has inspired designers and consumers alike to design whole rooms around high-end sculptural hardware, a category that used to be an afterthought. (Watermark Designs, Soko)

- **Thick and Chunky:** Countertops are going to the extreme in thickness and chunkiness. In the kitchen, six-inch thick countertops are sporting details such as chiseled fronts and in the bath, thick counters are appearing in exciting combinations such as glass and timber. (SieMatic)

