



Bathroom
Origins®

MEGATRENDS FOR THE NEW DECADE

STYLE GUIDE FOR 2020

CREATING
Beautiful
BATHROOMS



It's a new year, it's a new decade, and I genuinely believe there's never been a more exciting time for bathroom design.

One thing I've learned from over 25 years in the industry, is that the bathroom is so much more than just a place to wash: it's so many things to so many people. It's a place to relax, to retreat, to escape from the 'rat-race'. It's fun-time for the kids; much-needed alone time for couples; and for me, it's my sanctuary, a haven, my place for precious 'me' time.

With growing evidence of how our environment affects our wellbeing, having the right personal spaces in our homes is becoming increasingly important... which is where your bathrooms have a real role to play.

Emerging 'megatrends' are already having a major impact on the way we design our homes, including our bathrooms; and you can use them to your competitive advantage. Which is why we're sharing our insights into the three megatrends most likely to influence your customers, plus taking a look at key styles shaping 2020, with a focus on colour, shapes, textures and materials.

I just love the way Bathroom Origins is at the forefront of these exciting times. We're setting, shaping and responding to consumer aspirations; helping your customers transform their bathrooms into a space which truly reflects their individual style and bathing rituals.

And – as always – we're not just here to sell you mirrors and accessories, we're here to help you inspire your customers. I hope you're inspired by how you can use these megatrends, too!

*Front Cover:
Outline White Accessories*



A handwritten signature in black ink that reads "Sofia" with a checkmark at the end.

Sofia Charalambous
Co-founder, Bathroom Origins



City Round Black Framed Mirror, Techno Project Brushed Nickel Accessories

So, what is a ‘Megatrend’?

‘Megatrend’ is a word used to describe changes in our world which are unprecedented in their magnitude, enormous in their impact, and apparently unstoppable in their march. They affect economies, businesses, society, cultures and personal lives, defining our future world and driving the global pace of change.

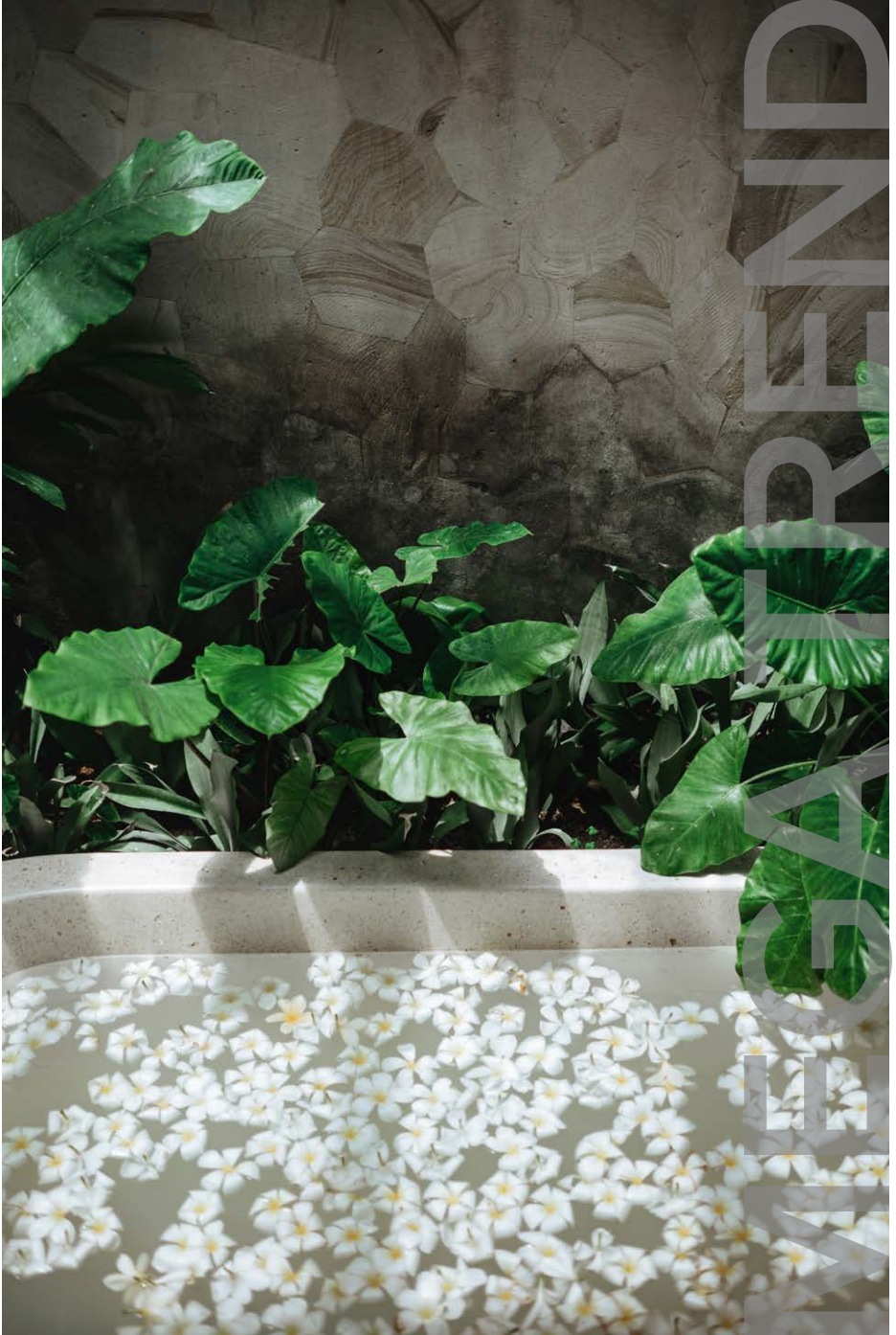
When related to commerce, a megatrend is an emerging force likely to have significant impact on the kinds of products consumers wish to buy in the foreseeable future... and that’s why they matter to you and your business!

The most relevant megatrends for the bathroom industry are driven by wellness. Read on to discover what neuroaesthetics, biophilic design and transitional design are... and how you can harness them to help grow your business.





City Round White Framed Mirrors, Tecno Project White Accessories





Neuroaesthetics

Design which makes you feel good

Neuroaesthetics is the study of how design impacts us on an emotional level, and how our interaction with objects can give us pleasure; and it's been a scientifically recognised phenomenon since the late 1990s.

In terms of your customers, it's that feeling they get when walking into the bathroom you've helped them create. That sense of real satisfaction and pleasure with the space, how it looks, and how it works for them.

By combining colours, materials, lighting and sounds, you can create a bathroom space which enhances your customers' wellbeing. And remember to give plenty of attention to detail: it's often the little things which give a disproportionate amount of delight!

Biophilic Design

Bringing the outside in

It's a well-known fact that incorporating elements from nature into the built environment reduces stress, blood pressure levels and heart rates, whilst increasing productivity, creativity and self-reported well-being. And where better to bring this idea to life than the bathroom?

'Bringing the outside in' is a familiar interior design technique... but it doesn't just mean adding plants, though they are a great choice! It's all about increasing direct and indirect connectivity to the natural environment; so why not incorporate natural materials, light, colour, artwork depicting natural scenes and designs... even an entire feature wall... into your bathrooms? The world really is your oyster, and shells are perfect for bathroom biophilic design!





Docklands Round Black Framed Mirror, Tecno Project Black Accessories



City Rectangular Black Framed Mirrors, Tecno Project Black Accessories



Transitional Design

Mixing it up!

Matchy, matchy is out! Incorporating different design elements is in.

Interior designers use the term 'transitional design' to describe contrasting design elements combined in one space. Typically, it refers to meshing modern with traditional, but it can also mean mixing different genres, such as edgy industrial with country cottage.

The bathroom is the perfect place for combining design styles; after all, it already combines a mix of materials. And today's bathroomware products are so versatile... there is no right or wrong, just personal preference. Using transitional design is a great way to help your customers create unique spaces which truly reflect their individual style; the possibilities are endless, limited only by our imaginations!

Taking advantage of shorter term trends too

Incorporating key yearly styles into your showroom displays and client designs can be simple and cost effective, enabling you to stay bang on trend.

So how can you make the most of this in your showroom and designs? My take on it is this... make your showroom more inspirational and aspirational by following trends, but don't be a slave to them. Create renders that include the colour of the year and gorgeous props. Styles come and styles go – so you need to be flexible and change things up when the time comes, too.

This is where bathroom accessories, mirrors, lighting, paint, wallcoverings and finishing touches such as towels, plants, pictures and candles, really come into their own. They're an 'easy add' to any display or scheme; they can elevate your bathrooms from ordinary to on-trend extraordinary.



Check out what's hot for 2020 on page 14 & 15



Virtual World's render featuring Docklands rectangular black framed mirror and S6 black accessories.





What's steaming hot in the world of bathrooms for 2020

1. Be 'white on trend'! The world of fashion & interiors have been going wild over white, and now it flowing into the bathroom.

Tecno Project white accessories

2. Brushed texture is tops. Gives a 'softer' look than mirror finish; and not just stainless steel: think brushed nickel too! *Tecno Project brushed nickel accessories*

3. Using transparency. Adding storage and accessories in acrylic or glass gives a fantastic feeling of space. *Luce bronze accessories*

4. Open Storage. Rather than hiding towels and accessories, now is the time to show them off in style, using open storage. *Pier Box storage*

And your colour trends for 2020 are...

5. Green is trending with Dulux's announcing their colour of the year... Tranquil Dawn™... *Porterhouse rectangular mirror* on a sage green painted wall

6. Muted pastels are moving in... with gorgeous tones emerging for Autumn/Winter 2020. *Chanelle freestanding accessories in pink*

OFURO

The Japanese art of bathing

In Japan, lying in a relatively shallow, western-style bath is very unusual. A bathtub in Japan is known as ofuro, and is a deep soaking or immersion tub. Like many things in Japan, the traditions and rituals surrounding bathing are deep rooted, and carefully crafted to cleanse, heal and relax. The Japanese bathe daily, whether in their own private bathroom, a public bathhouse or a communal hot spring. Immersing one's self into warm water and simply experiencing the sensations of the bath – the water, steam, heat and fragrances – brings both the body and mind into a profound state of well-being.

It's a vision many people have for their bathroom... so why not help them bring that sense of calm, peace and well-being to the bathrooms you create for them?







Modena Mirror, Pier Box Shelving in Bronze Glass



Trends and fashions – whether longer or shorter term – affect your business and ours. Consumer behaviour constantly changes and adapts, so it's essential for us to move with those times too; looking at what will be influencing householders and their purchases, then using those insights to make sure our – and your – offerings match their desires.

A bathroom is a huge investment, with major elements which can't be easily changed, so your client needs to be sure those choices will stand the test of time. But mirrors and accessories can be your perfect trend-setting pieces... your clients can come back time after time to change those and keep their bathroom 'bang on trend'.

With a range packed full of versatile bathroomwares – and all the latest styles and designs – whatever the scheme you're designing for a client, you can be sure we have just the right mirrors and accessories to make it truly special.



If you'd like great on-trend products which give you a real competitive edge, it's simple: partner with us! Together we'll make beautiful bathrooms.

020 8599 8080

info@bathroomorigins.co.uk

*Rooms should not be put
together for show, but to
nourish one's own wellbeing*

ALBERT HADLEY, AMERICAN INTERIOR DESIGNER 1920 - 2012

Bathroom DD
Origins® DD



Luce Accessories in White & Clear

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