

PRESS RELEASE

Modern day sanctuary

17 November 2014, Johannesburg: Bathrooms are no longer just a utilitarian space made for the sole purpose of cleaning oneself. Nowadays they are sanctuaries – places in which we can unwind, enjoy some well-deserved me-time, wash away our woes or rejuvenate for the day ahead. “Modern day living takes its toll and requires modern bathroom solutions that are both beautiful and functional,” says Craig from leading supplier of bathroom accessories and heated towel rails, Bathroom Butler. He offers us his top tips on how to achieve the perfect bathroom for the modern lifestyle.

Fine finishes

“It’s all in the detail,” says Craig, who believes that accessories such as towel rails, toilet roll holders, and soap dishes provide that finishing touch to a bathroom overall appeal. For a cohesive look, Craig suggests opting for accessories in the same style and finish throughout. “Designing a bathroom can be compared to putting an outfit together. From far, it may look good, but if on closer inspection your shoes are scuffed, your bag is pleather, and your earrings clash with your necklace, it doesn’t make a good impression. The same goes for the finishes you choose for your bathroom,” says Craig, who advises choosing quality materials and designs that ooze style and complement each other.

Tight squeeze

When designing a small home, the first place to save a few square metres tends to be in the bathroom. “Our homes are getting smaller and smaller, and this impacts on the size of everything, especially the bathroom. So, whilst we want the space to be a luxurious retreat, we often don’t have much room to play with,” he explains. This is where clever space-saving solutions come into play. The trick is to have everything in its place and in an orderly manner, and in order to do this you need to invest in ample storage and well-placed accessories. Think toothbrushes and toothpaste in a wall-mounted tumbler, fresh towels on a heated towel rail, spare toilet rolls neatly lined up on a discreet paper holder, and perfumes neatly displayed on an above-vanity glass shelf, and ample storage drawers in your bathroom vanity. “Modern bathroom design is all about keeping your space organised and clutter-free by using the right accessories to do the job. But it’s also about choosing accessories that have a modern streamlined profile, rather than an overly elaborate look that simply causes visual clutter,” advises Craig.

Quality that lasts

To guarantee a high-end and luxurious end result, it is important to always select the best finishes you can afford. If you select good quality finishes made from high-end materials, the end result will also look luxurious and expensive. It is also a good

investment, as quality materials will generally last longer and look beautiful for longer than cheap and nasty ones. For example, when choosing your bathroom accessories, choose ones that are made from Grade 304 stainless steel – it is timeless, aesthetically attractive, incredibly durable, easy to clean, chip- and rust-resistant, it is 100% recyclable, and its chemical make-up ensures that it is incredibly hygienic and scratch-resistant to boot. Whilst other finishes may date or need constant upkeep, Grade 304 stainless steel is a foolproof finish that is easy to clean and will look good for years to come.

Tech-infused convenience

Like it or lump it, to a large extent, our modern day existence is dependent on a number of high-tech gadgets – and the more of this we can include into our bathroom design, the more luxuriously sumptuous the space will be. The trick is, however, that bathrooms are by design wet, humid and steamy spaces – factors that don't play well with most electronic gadgetry. There are ways around it however – you can include water-resistant speakers and even purpose-built televisions in your bathroom space. There is also a wide variety of bathroom technology that has been specially designed for bathroom applications, which can go a long way to making the space more comfortable – additions such as under-floor heating for underfoot warmth, heated towel rails for deliciously dry towels whenever you need them, and mirrors with built-in anti-steam devices and built-in lighting are a great source of task lighting.

The simple comforts

Modern luxury isn't garish and over the top, it's about the simple comforts, like having fresh fluffy white towels to dry off with, or stepping onto a warm floor when getting out of the shower, or being able to stretch out in a hot bubble bath. "Heated towel rails are the perfect way to add that extra bit of luxury into your bathroom without having to spend a fortune – they are comparatively inexpensive to buy, install and to run, especially if they have temperature controls. Bathroom Butlers innovative heated towel rails boast the latest in DET technology at only a fraction of the price more than ordinary towel rails, and they are really inexpensive to run.

At home with Mother Nature

There is nothing quite as relaxing than being amidst natural surrounds, and having all your senses enlivened by its organic appeal – from sight, to sound, touch, taste and smell. A sure way of ensuring that your bathroom is a haven of relaxation is to include as many aspects of the outdoors inside. There is a number of ways to do this – you can choose a nature-inspired colour palette, using organic materials, textures, shapes and designs in the composition of the bathroom space, but perhaps the best way of doing this, is to ensure a generous view of the outdoors.

“A slick bathroom with modern appeal needn’t be hard to achieve or break the bank. A few key accessories can turn your bathroom into something really special,” nods Craig.

ENDS

Released on behalf of Bathroom Butler (www.bathroombutler.co.za) by The Line Communications (www.theline.co.za, ant@theline.co.za).