

VitrA

Press release
February 2019

VitrA to launch new designer collaborations at ISH 2019

ISH, Frankfurt (11 – 15 March 2019)
Hall 3.1
Booth C49 - D31

Leading bathroom brand VitrA will unveil its latest designer collaborations this year at the prominent bathroom design trade show ISH in Frankfurt, Germany. Adding to its established portfolio of collections, VitrA will present a new range from Claudio Bellini and will extend popular ranges by Sebastian Conran and Terri Pecora.



The Equal collection designed by Claudio Bellini for VitrA, featured with new Eternity accessories

The new *Equal* collection by Claudio Bellini makes use of geometric shapes and monochrome hues. Using clean, minimal borders and industrial, metallic accents, Bellini's designs emulate the structures found in modernist architecture. Framing many pieces in the range, the sleek metal rails bring an elegant quality and create connections between the furniture using linear shapes. The collection will feature a mirror with integrated LED lighting, a selection of storage and washbasin units, and a wall-hung WC. The contemporary nature of the delicate, angular design makes it ideal for both commercial and residential spaces.

Launched at Salone del Mobile in 2018, Terri Pecora's award-winning *Plural* collection will be extended to include a selection of new products. For this line, Pecora reimagined the washroom as a living space, using smooth, rounded edges and heavier woods to emulate furniture usually found in other rooms of the home. The expanded range will feature new free-standing bathroom furniture including urinals, WCs and bidets. Vitra will also present a small counter, washbasins and different vanity unit options and accessories including a rotating mirror and wall-mounted shelf with or without a suspended towel rail. Following the same muted colour palette to the original collection, *Plural*'s latest products will continue Vitra's exploration into its 'Living Bathroom' concept.



The latest additions to the Plural collection designed by Terri Pecora for Vitra, with new Origin brassware

The *Eternity* range, first launched by Sebastian Conran in 2017, will be available in a new copper finish from April 2019, in addition to the existing gold and chrome options. This popular collection plays with the contrast between light metallic finishes and solid shades of black and white for the smaller accessories, with dark teak for the shelves and wall fixtures. The range features a number of products including a free-standing shelving unit, multiple wall-mounted shelves and towel rails, bathrobe holders, a toilet brush, a toilet-roll holder and a bin. A toothbrush holder and soap dispenser make up the smaller accessories in the collection. The line incorporates intelligent design features, such as a discreet hook option for bathrobes and a removable strainer within the toothbrush holder.



New accessories from the Eternity collection, featured with the Equal range by Claudio Bellini

VitrA will also be launching the *Origin* collection of accessories and brassware, available in Chrome, Matt Black, Brushed Nickel and Copper. Its minimal aesthetic complements the style of VitrA's more contemporary ranges presented at the fair. Alongside *Origin*, there will also be a new *V-Care Smart WC* that has been designed by renowned artist and designer Arik Levy. Updated versions of the *Nuo* and *Geo* washbasins will also be presented, available from February 2019 in a new selection of sizes. These will be featured alongside other collections that have been refreshed, including the *Sento* and *Memoria* lines.



Origin brassware and accessories featured alongside the Plural collection

ISH 2019
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Frankfurt, Germany

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Notes for editors:

About VitrA:

VitrA is part of the Eczacıbaşı Group, one of Turkey's most prominent industrial groups. Founded in 1942, VitrA is Turkey's leading bathroom manufacturer. In recent years VitrA has expanded into international markets and over 50% of VitrA's total output is sold outside of Turkey. From 16 production facilities in Turkey, Germany, France and Russia, VitrA produces a full range of bathroom products including over 5 million pieces of sanitaryware along with complementary bathroom furniture, baths, brassware and bathroom accessories, which are distributed to over 75 countries on five continents. VitrA UK, based in Didcot Oxfordshire, has been supplying the UK bathroom market for over 25 years and is an active member of the Bathroom Manufacturers Association.

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