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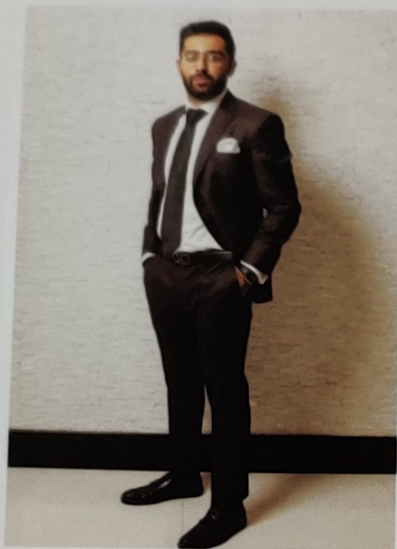
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WASHROOMS AND BEYOND



**9th
Anniversary**

Casa Milano unveils its first luxury sanitary and tiles brand store in Dubai



United Arab Emirates' (UAE) experiential luxury tiles and sanitary brand, Casa Milano, has unveiled its first expansive 30,000 square-foot flagship showroom on Sheikh Zayed Road at the heart of Dubai. The showroom will house over 40 international luxury brands, including Versace, Tonino Lamborghini, Roberto Cavalli, Novellini, Mia Italia, Villeroy & Boch and Disegno Ceramica.

Renowned Industrial Designer, Karim Rashid graced the occasion along with Azhar Sajan, Director of Casa Milano.

Casa Milano is a one-of-a-kind concept store in the region that features 24-carat gold tiles, diamond bathtubs, live shower demonstrations and Corian technique infused solid surfaces. Each touch point in the showroom is also designed to inspire with various display setups such as hotel rooms, kitchens and bedrooms to showcase its offerings. This includes tiles and sanitary ware like showers, mixers, washbasins, bathtubs and other accessories.

Speaking during the store's launch ceremony, Azhar Sajan said, "We are delighted with the launch of our first store of luxury sanitary ware and tiles in the region. We feel Dubai is an ideal location for brands like us, given its dynamic and cosmopolitan nature. Additionally, as a brand, we are inspired by Italian design and craftsmanship and each of our products will offer something unique to our customers."

He also noted that home and property owners had to endure a long, tedious

and expensive process of sourcing quality sanitary ware and tiles products from as far as Europe. "We are endeavouring to fill a niche in the luxury market of the UAE, which is known for its extravagant lifestyle. We feel, regardless of market trends, people unwilling to compromise on quality will keep on buying luxurious products because they take into account the effort and time spent to produce such state-of-the-art products. Apart from that, according to a recent report, demand for this segment is expected to grow by 12-20% with a boost from Expo 2020. So, the prospects of luxurious brands having a share in that growth are quite high," he further added.

"I cherish and celebrate design. Casa Milano epitomises the design and luxury of the kind, which stops me in my tracks. It ranks high in the list of the brands that I am associated with," said Karim Rashid in his address to the media and guests.

According to the BNC Network report for The Big 5 (2017), Dubai's sanitary ware market was forecasted to grow by 10% by the end of 2019.

A-Class Marble opens showroom in Rajasthan



Delhi-based design firm groupDCA has recently completed a showroom for A-Class Marble in Kishangarh, Rajasthan. Envisaged as an experience centre, it is one of the country's largest warehouse marble showrooms, spanning 2 floors and comprising retail display spaces, a central experience area, guest rooms and assorted facilities.

In line with the brief, the architects at groupDCA aspired to produce a novel and innovative space that is rich, avant-garde, luxurious and eclectically customised to reflect the brand's opulence. Designed to be unfolding, the space slowly exposes itself to the visitor, making the entire experience holistic. While the customer moves around eyeing the samples – the walls,

floor and furniture take a subtle step back.

Being a live display of products, the built quality is state-of-the-art pushing forward the legacy and lineage of A-Class Marble. The experiential design of the showroom transcends the strict lines of business, retail and hospitality by bringing them together and meaningfully fusing them.