



GROHE SPA

HEALTH THROUGH WATER

In the stressful surroundings of our everyday lives, water can be a true elixir of life and vitality. It can be cleansing, invigorating, or healing. By harnessing these positive effects of water, consumers can disconnect from the noise of the world outside to find peace for body, mind, and soul. Precious me-moments of indulgent bliss allow us to find hidden strength and new energy in our personal space of retreat: **the bathroom**. The renaissance of the bathroom and its increasing significance as a place of regeneration has resulted in changed client expectations with regards to bathroom planning – **for private houses as well as for projects such as hotels and spas**.



EXCLUSIVITY FOR ANY BATHROOM REQUIREMENTS

Personality and design requirements vary by type and project. With **GROHE SPA**, architects, designers, and planners can select from a carefully curated bathroom portfolio, while offering bespoke solutions that match their customers' individual needs. In order to create unique wellness areas, GROHE SPA encompasses the most exclusive, luxurious products. Progressive designs are fused with carefully selected colors, materials, and finishes. Versatile customization options transform the bathroom into a home spa, impeccably tailored to individual preferences as well as perfectly matched in form and function – offering architects, designers and planners full freedom to design extraordinary, coordinated experiences which stand out.

GROHE ALLURE

PRECISION IN FORM AND FUNCTION

Transforming the bathroom into a home spa is about creating holistic experiences that appeal to all the senses. The **GROHE Allure** line sets out a design statement for every bathroom. Its modern aesthetics and slim design complement unsurpassed performance throughout the complete bathroom: Single-lever basin mixers come in different sizes, complemented by bath and shower mixers. Combining state-of-the-art water technology with German craftsmanship, the three-hole variants of the Allure faucet line offer a special highlight: distinct haptic feedback. When changing the temperature and water volume you can feel the precise movement of the handle by a soft "click" – for a unique tactile experience. Matching accessories round off coordinated bathroom designs.



GROHE PRIVATE COLLECTIONS

BESPOKE SIGNATURE BATHROOMS

GROHE Atrio Private Collection offers a wide range of levers, Caesarstone Quartz inserts, and colors that allow for the finely harmonized personalization of bathroom interiors. This product range meets the demands of different styles – ranging from minimalist to classic. **GROHE Allure Brilliant Private Collection** transforms the purest quartz particles into a surface that is highly durable and one of the most resilient on the market: White and black Caesarstone marbles incorporated into manifold handles, levers and spout combinations. The faucet becomes a sculptural masterpiece built to match an elegant bathroom design. GROHE's Private Collections enable designers to create unique spaces that reflect the customer's personality, while standing out and at the same time bearing the signature of the designer.

GROHE AIRIO

THE NEW ART OF MINIMALISM

With an edge thickness of only 5mm and our advanced GROHE PureGuard hygiene surface technology for easy cleaning, the new **GROHE Airio** ceramic vessel basins transform every bathroom into a recreation zone of sophisticated style and visual delight. The basins are equipped with a ceramic waste in the same slim design to enhance the overall look. The new **GROHE Airio** vessel basins are a true masterpiece of material art. Crafted with care to make GROHE's passion for water tangible in every detail. **GROHE Airio** embeds perfectly into bathroom designs that include selected faucets and accessories from the GROHE SPA portfolio.



GROHE AQUA

FOR A TAILORED SHOWER EXPERIENCE

Customization is key – not only when it comes to bathroom planning in general, but also when creating one central element of the customer's space of retreat: The shower. The modular **GROHE Rainshower Aqua Ceiling Showers** respond to individual showering habits and enable pure water enjoyment. Small, double, or extended elements can be placed horizontally, vertically or at a right angle – specifically tailored according to room conditions and the customer's individual preferences. Moreover, different spray patterns can be combined to indulge in a soothing care ritual, a restoring experience, or an energizing treatment.

Be it a soft and gentle GROHE PureRain shower or a refreshing GROHE ActiveJet shower – adding GROHE Rainshower Aqua Body sprays will upgrade tailored showering solutions and enhance the daily showering routine of any customer. When the water is activated, the body sprays pop out of the cover plate, allowing users to easily switch between PureRain and ActiveJet by turning the spray. When the water is turned off the sprays automatically pull back and blend seamlessly into the rosette.

GROHE SPA ACCESSORIES

A PERFECT HOLISTIC BATHROOM DESIGN

With the broad **GROHE SPA portfolio** ranging from elaborate faucet collections, customizable ceiling showers and artistic ceramics, **complementing accessories** are also available to round off a coherent overall bathroom design.

GROHE's Atrio and Allure product lines are complemented by matching soap dishes, glass holders, soap dispensers, towel rings and towel bars, as well as a choice of other practical items.

With **GROHE SPA**, the brand is redefining what is possible in lifting design, technology, and precision to uncharted levels – in every product and down to the smallest detail.



"Clients with sophisticated tastes and longing to bring a bespoke form of luxury to their private home spa, will be able to feel our passion for water in every detail of our GROHE SPA products. This portfolio has been designed to inspire and enable architects, designers, and planners to create an indulgent, multi-sensory water experience for their clients' bathrooms and spas, while still reflecting their individual signature."

PATRICK SPECK,
LEADER LIXIL GLOBAL DESIGN, EMENA



For more information on GROHE SPA and its curated product portfolio see this download [link](#).

GROHE

Feldmühleplatz 15 | 40545 Düsseldorf | Germany
Phone: +49 (0) 211/9130-3030 | www.grohe-x.com

MEDIA CONTACT

Sarah Bagherzadegan | Leader, Brand Communications, LIXIL EMENA
E-Mail: media@grohe.com