



Dada flagship

As a self-confessed 'furniture fashionista', it's no wonder Simon Wood, sales manager of Malteni & C Dada's new London showroom, is thrilled to get a designer label such as Armani on board—page 27



Smart move

Scope Bathroom Interiors' Derek Miller isn't one to let the stagnant housing market stop him in his tracks. Instead he's changed lanes and booked into the booming hotel business—page 43



Senior service

It's rather fitting that Impey, the company that Bruce Grave set up 14 years ago to provide him and his wife with a retirement nest egg, produces easy-access bathroom solutions for the grey market—page 53

Essential kitchen & bathroom business

March 2009 Issue 38

Like the universally-loved little black dress, the well-designed bath will delight its owner, offering the perfect performance time and time again. We pick some of the most successful that simply sell and sell. How many of these are *you* displaying?

Words **Nicola Hanley**

Supertroupers

Nothing, but nothing, quite beats a luxurious soak in the tub after a long, hard day. Showers may be en vogue with increasingly eco-conscious consumers, but it's baths that scrub up best when it comes to sheer indulgence. And of course, as any bathroom retailer knows, a bathroom without a bath is still very much in the minority – baths still sell... like hotcakes. Freestanding, built-in, acrylic or composite; there's a bath to cater for all tastes and pockets. And while the bath market has evolved in terms of material, shape, size and design in the last few years, there are some designs that ooze that enduring appeal.

STONE ONE

Aquamass

Tel: 0032 2332 0732. www.aquamass.com

C.P. Hart's best-selling bath in 2008, the Stone One was designed by Paula Chipiron for bathroom manufacturer Aquamass. The bath is available in a wide range of colours and finishes, including white, pictured, leather effect and mosaic patterns. The white and black versions are manufactured in Italy from CrystalPlant, a resin-based composite, and measure 1700 x 870mm

Capacity 200 litres Weight 185kg

'THE POPULARITY OF THE 1700 X 700MM RECTANGULAR BATH HAS BEEN DRIVEN BY THE FACT THAT MOST BRITISH BATHROOMS TEND TO BE NO LARGER THAN A KING-SIZED BED'

Brian Grey, marketing manager, Ideal Standard International