



Press release

2025

One Company, two strong brands:

Villeroy & Boch and Ideal Standard exhibit at Clerkenwell Design Week 2025

The Villeroy & Boch Group, will be exhibiting this year at Clerkenwell Design Week: for the first time this marks an exciting milestone as the two brands, Villeroy and Boch and Ideal Standard, unite to present their passion for design, innovation and craftsmanship, which has shaped the legacy of both Villeroy & Boch and Ideal Standard.

At their London Design and Specification Centre (LDSC), based in the heart of Clerkenwell, the company will be presenting its bold vision for creative freedom and flexibility in bathroom design from 20th-22nd May. Its motto, “Inspire More, Create More, Together,” reflects the Villeroy & Boch Group’s dedication to pushing boundaries and creating exceptional products. Visitors can look forward to a showcase focused on high-quality design, pioneering technical innovations, and unparalleled expertise.

Skyla, the newly developed bathroom range from Villeroy and Boch, will be a centrepiece at the LDSC during Clerkenwell Design Week. The collection combines organic shapes with clear lines for a flexible aesthetic across ceramics, furniture, and mixers. Visitors will be able to get a taste of the recent additions to the range: two new shower toilets and WCs alongside the latest design-led mixers that harness the full innovative power of the Villeroy & Boch Group.

Visitors will also be able to explore Villeroy and Boch’s Antao collection, which draws inspiration from dewdrops and nature for its basins, furniture options, mirrors, taps, WC, and its freestanding statement bathtub.

Ideal Standard will be showcasing its extended sustainable Alu⁺ showering collection including a new bronze finish alongside Solos, a minimalist range of integrated mixer/basin options and showers with integrated overhead lights.

Designed for Ideal Standard by internationally renowned designer and architect Roberto Palomba, the La Dolce Vita® collection will be displayed, featuring a harmonious combination of geometric shapes and designs inspired by nature. The series captures the subtle elegance of a relaxed Italian lifestyle in a diverse and meticulously planned product portfolio.

Alongside the latest products, the company will be hosting an exclusive VIP event on Wednesday at 6pm, followed by an evening of celebration on Thursday from 6pm, offering guests two exciting opportunities to view the latest ranges, connect and celebrate at the LDSC.

The manufacturer has also partnered with Dezeen to ignite excitement at Clerkenwell Design Week, hosting a Competition - 'Shaping Water' which tasks designers to create a large-scale installation for St John's Gate, a prominent historic location in the heart of Clerkenwell. The challenge is to create an installation that draws from the functional and aesthetic qualities of water to recognise its dynamic nature and the transformative effect it can have on wellbeing.

The manufacturer is supporting three panel events in partnership with Dezeen at the Charterhouse. The competition winner will join Dezeen's Max Fraser to discuss their design concept on the 20th May at 1.00pm

The 'Bold Bathrooms: creating expressive wellness spaces' panel will take place on 21st May at 1.00pm and discuss the importance of expressive bathroom designs. The third panel will take place on 22nd May at 1.00pm - 'Embedding wellness into homes, the workplace, hospitality and beyond', exploring the rise of stress and anxiety in our fast-paced world, this talk highlights the growing importance of self-care and wellbeing. Three wellness leaders share how they use design to create calming, healing, and uplifting spaces in both private and public domains.

Leanne Martin, UK Marketing Director at Villeroy & Boch, said, "Clerkenwell Design Week is always a great moment to connect with the design community.

"Attending for the first time as part of the Villeroy & Boch Group is a great opportunity to discuss what the future holds as part of the Group and how we can continue to evolve our portfolio. It's also the perfect chance to showcase our latest innovations and discuss how these can help shape the future of the industry. It's only by engaging the community and understanding their challenges that we can keep pushing the boundaries in design."

To find out more about Villeroy & Boch visit: <https://www.villeroy-boch.co.uk/b/bathroom-collections/> and for more information on CDW visit: <https://www.dezeen.com/shaping-water-competition/>

-ENDS-

About Villeroy & Boch Group

The Villeroy & Boch Group is one of the global leaders in premium dining & lifestyle, as well as bathroom and wellness products. Founded in 1748 and headquartered in Mettlach, Germany, the company stands for innovation, design and quality. With its strong brand portfolio including its two main brands Villeroy & Boch and Ideal Standard, the Group has more than 12.000 employees and is present in over 140 countries worldwide.

Alu⁺ Bronze

Alu⁺ showering with comfort, performance and style, the perfect shower experience for that spa-like feeling every day. Made from high quality recyclable aluminium with 83% recycled aluminium content.

Now available in round & square and bronze colour extension. One of the unique Alu⁺ features is the outstanding colour range, which is matching interior trends with metallic look surfaces. The new bronze colour is a brushed metallic colour, giving a very elegant look to modern bathroom interiors.

Solos showering range

The Solos showering solutions, part of the Atelier Collections, offer the ultimate spa-like shower experience. Featuring an integrated colour-changing light in the overhead shower, the Solos range allows you to set the perfect mood for a relaxing atmosphere. Users can customise the colour and brightness of the LED to match their mood with the inbuilt smart technology that integrates with any smart home app.

Both the hand-spray and overhead shower offer three luxurious spray modes including Rain, 2nd Skin, Active Massage and the new SilkRain jet, which dispenses ultra-fine water droplets.

Antao

The Antao collection, designed by the duo kaschkasch - Florian Kallus and Sebastian Schneider - draws inspiration from the delicate shapes of dewdrops. This elegant design influence is reflected in the surface-mounted washbasins, and extends across the entire collection, including furniture, mirrors, taps, WCs, and baths. With a focus on achieving the perfect balance between emotion and functionality, the Antao collection is designed to work in harmony for a seamless and sophisticated bathroom.

Skyla

Skyla blends soft, organic shapes with sleek, clean lines, creating a design that strikes the perfect balance between comfort and style. With mixers, vanity basins, vanity furniture and WC's, it's the ideal fit for any master bathroom, all while offering great value.

La Dolce Vita

A full bathroom solution of ceramics, furniture and fittings, The La Dolce Vita® collection features a harmonious combination of geometric shapes and designs inspired by nature. The series captures the subtle elegance of a relaxed Italian lifestyle in a diverse and meticulously planned product portfolio.