

House of Rohl exhibiting at Clerkenwell Design Week for the first time

Victoria + Albert launching new soaking bath, in new bathroom concept created by GA Design London

Shaws and Perrin & Rowe kitchen island display in partnership with Luxe Projects and Fisher & Paykel

Traditional bathroom display by Perrin & Rowe and Victoria + Albert, with Artisans of Devizes



Visualisation of Victoria + Albert display, by GA Design, at the courtyard of the London Charterhouse

Launch of Kerid, a new soaking tub from Victoria + Albert

Charterhouse Courtyard

Imagine the exhilarating rush of a cold plunge, stimulating your circulation, boosting endorphins and awakening the senses. A promise of daily renewal. Or the intense relaxation of a hot soak, embraced by deep, warming water, enriched with lavender or chamomile oils. A balm for the soul.

Inspired by ancient bathing rituals, Kerid brings these sensory experiences home.

Kerid will be shown for the first time at Clerkenwell, as part of a bathroom concept conceived by GA Design, one of the leading international design studios in luxury hospitality. Positioned in the courtyard of the London Charterhouse, the new heart of the Clerkenwell event, it proposes a contemporary journey through a Japanese Onsen, or hot spring bath, once regarded as sacred places with healing properties.

The Kerid is designed to stand out from the current Victoria + Albert range, emphasising the unique benefits of soaking rather than traditional bathing, and targeting a growing market interested in this revitalising experience.

The Kerid bath is shorter and higher than a conventional freestanding bath, at just 135cm long (15cm shorter than the brand's range of compact baths) and 83cm high. The base of the bath has a seated end, allowing for a deeper submersion, making the bathtub ideal for both hot soaks and cold plunges. The elegant, angled rim

creates a cradle for the neck and head. There is also a deep chamfer at the base of the bath, creating a 'floating' effect.



Victoria + Albert's new Kerid soaking bath, shown with Riobel's Parabola brassware

Victoria + Albert's proprietary material, made from a blend of Volcanic Limestone™ and a special resin, is especially suitable for the extremes proposed by this style of bath. The surface will not be damaged by ice cold or steaming hot water, and can even be installed outside, resisting damage from UV rays.

Cold water immersion - a type of cryotherapy - is a therapy that dates back at least three millennia. Immersion can decrease inflammation and speed up recovery from injuries. There is evidence that it reduces stress, and can improve sleep and mood.

Similarly, the benefits of a meditative soak in deep, warm water include improved circulation, relief for aching muscles and stiffness, enhanced skin hydration and general mental well-being. A warm soaking bath is intended to be peaceful and harmonious; a restorative experience that is deeply relaxing and meditative.

The Kerid collection includes a new basin, with a sleek circular design and chamfered base, to once again create a 'floating' effect. Also available is a matching step in the same material, with a grooved surface to reduce the possibility of slipping.

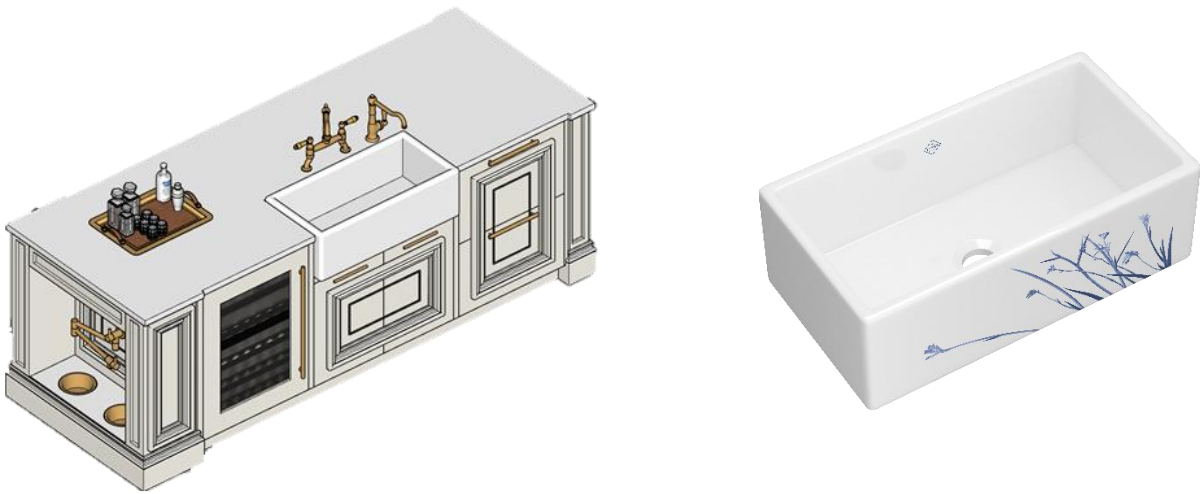
House of Rohl expect the new Kerid to be popular with spa hotels and luxury holiday developments, but also amongst active, urban professionals, who will see this as part of the health regime.

Shaws and Perrin & Rowe kitchen island

Charterhouse Great Chamber

A kitchen island has now become an essential component of luxury kitchens. A practical working space but also a focal point for informal socialising and family conversations. To create a fresh and original design, House of Rohl worked with Luxe Projects, who have huge experience of creating beautiful, bespoke islands as part of build and refurbishment projects in and around London.

This centrepiece for the island is an iconic Shaws Butler sink. Shaws are the oldest manufacturer of fireclay Butler and Belfast sinks, and each one is still hand finished with the maker's name stamped underneath. Here, the sink has a decorated front of wild grasses, in baby blue (part of the Shaws Gallery collection).



LEFT : Visualisation of island unit, by Luxe Projects. RIGHT : Shaws Butler sink, with Wild Grass design

Look closely at one end of the island and you'll see another product from the collection, used in a surprising way. Pot fillers, a mainstay of American kitchens for many years, and now increasingly popular in many other international markets, are normally fitted above hobs, so large saucepans can be filled without the need to carry them from the sink. They can also be fitted above dog bowls, as demonstrated by Luxe Projects, making it easy to keep your canines hydrated!

The island features appliances from Fisher & Paykel, recognised as the brand of choice for quality kitchens.



Perrin & Rowe Southbank pot filler (used as dog bowl filler)

Perrin & Rowe and Victoria + Albert traditional bath display Charterhouse Great Chamber

For true bathroom luxury, traditional bath taps alongside a roll-top bath epitomise the era of Downton Abbey and aristocratic good taste. Victoria + Albert is better known for its contemporary designs, but the York is one of their Edwardian-inspired baths, with a roll top and a classic plinth, cleverly hiding the waste plumbing. In an en vogue Olive Green (RAL 3005, one of a choice of over 200 RAL colours available on any Victoria + Albert bath or basin), the bath is complemented by a Perrin & Rowe Traditional bath filler in a 24-carat Gold finish.



LEFT : Victoria + Albert York bath CENTRE : Perrin & Rowe Traditional Bath Filler (24-carat gold)

RIGHT : Aventuras Porto tiles from Artisans of Devizes

The bath is mounted on a tiled plinth, featuring Aventuras Porto tiles from Artisans of Devizes. These traditional Portuguese tiles, designed by pattern designer Zoe Glencross, celebrate pattern and colour, and highlight interior trends for maximalist design and pattern layering.

Also in the Charterhouse Great Chamber are museum cabinets displaying artifacts from the history of Shaw, Perrin & Rowe and Victoria + Albert, and examples of the materials that make their products unique.

For more information, high resolution images or samples for photography, please contact Sellers PR, francesca@sellerspr.com or 01962 977950, or Nigel Palmer, Head of Communications Marketing at House of Rohl, nigel.palmer@fbgpg.com

WEB houseofrohl.design

House of Rohl London Showroom, Design Centre Chelsea Harbour, London SW10 0XE, U.K.

About House of Rohl™

House of Rohl is a family of bathroom and kitchen brands, renowned for their design, craftsmanship and quality. In the UK and EMEA, the group includes Perrin & Rowe brassware, Victoria + Albert baths, Shaws fireclay sinks, Riobel tapware and Aqualisa showers. House of Rohl is owned by Fortune Brands Innovations, a Wall-Street-listed business dedicated to brands and products that elevate the home.



PERRIN & ROWE | SHAW'S | VICTORIA + ALBERT | RIOBEL | AQUALISA