



VARIED FORMS LIMITED

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TAPS & SHOWERS ARE READY FOR A MAKEOVER

The Watermark Collection launches a new brand, dedicated to re-configurable taps and showers.

The Watermark Collection, known for their highly visual tap and shower designs, have launched a new sister brand called **Varied Forms** with the aim of helping homeowners create their own tap range and keep their bathrooms on trend over the entire duration of their ownership.

Bathrooms have always been one of the hardest areas of the home to keep up to date because items can't be changed once they have been installed. As a result, we tend to make more conservative choices for these spaces, knowing that we will have to live with them for some time.

However, inspired by the way we keep our sofas contemporary by swapping throws and cushions, Varied Forms will present **Macron**, the first of their new ranges, at Clerkenwell Design Week. This provides an innovative approach to brassware fittings – allowing homeowners not only to create their own unique tap range, but also to keep their bathrooms on trend over the entire duration of their ownership, allowing them to be bolder with their choices than they might otherwise be.

Macron provides a comprehensive range of taps and showers that can be configured to suit the initial look of your bathroom (800 variations of each model and counting) and can then be reconfigured at any time in the future, without the need for a plumber, through the exchange of design components that allow you to fall in love with your bathroom over and over again. New shapes, materials, and spouts will be added to the offering seasonally to keep your options fresh.

Varied Forms Creative Director & Co-Founder, Benjamin Peak, outlined a bit more about the brand's vision and its approach to this new form of 'timeless design'..

“We firmly believe that everyone of us is filled with creativity & ideas. Our aim with this new brand is to celebrate, support and enable all of us to easily create unique objects of personal significance. Through this process our products become your products, filled with a connection that is unique to you and your scheme.”

A simple-to-use online configurator lets you create your own unique designs using the brand's first series of shapes and finishes, with prices starting from £535 inc. VAT.

SAMPLE IMAGERY

(Click on any to download a high-resolution versions)



Image 01

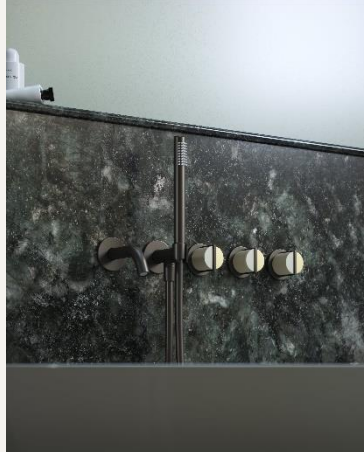


Image 02



Image 03



Image 04



Image 05



Image 06



Image 07



Image 08



Image 09

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