



# Bathroom Showroom of the Year

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Sam Colwill (centre right) and Sal Hasham (centre left) from BathroomsByDesign pick up the Bathroom Showroom of the Year award. Host Steph McGovern (left) and VitrA national sales manager Darren Paxford (right).

## WINNER

# BathroomsByDesign Brentford

A wholly unique showroom made entirely out of shipping containers, BathroomsByDesign's Brentford flagship has a wide range of products on display spread across three floors. It includes inspirational bathroom displays, an extensive European tile gallery, a clever unfinished 'behind the wall' display to show the complexity of an installation and an iconic presentation suite and a fully furnished shipping container show home. [bathroomsbydesign.com](http://bathroomsbydesign.com)

**What the judges said:** "They clearly understand their demographic very well and have a vibrant business based around some strong brands – essentially it's an urban mid-market focus with as much to bespoke as possible. They have a strong and coherent digital marketing influence across everything they do – most interestingly almost all of their innovations are drawn from outside the bathroom market. They have created

their own online design service which is extremely easy to use – especially on tablets. This then creates itemised quotations even for a browsing customer and gives the showroom enormous reach and buy-in from an early engagement. Their showroom experience is based on a very modern, inclusive and futuristic customer journey – which should give huge inspiration to the bricks and mortar bathroom retail marketplace."



## FINALISTS



### Soaks Bathrooms Belfast

The importance of attention to detail is a big part of the Soaks showroom experience – especially as at 7,00sq ft and 26 complete room settings it is a large space. There is fresh ground coffee on the go for all visitors, fresh flowers are delivered each week from a local florist and the displays have reed diffusers with its own unique Soaks fragrance. And, in perhaps a clever understanding of the local climate, all customers receive a Soaks umbrella when they purchase a bathroom... [soaksbathrooms.com](http://soaksbathrooms.com)



### The Bathroom Company Edinburgh

A new enterprise for the well-established Bathroom Company, the Edinburgh showroom is a stylish flagship for the high-earning customers it's designed to attract. With 4,000sqft to play with, there are 30 fully operational bathrooms set in a luxurious and spacious environment. All of our displays are carefully stocked with toiletries and soft furnishings to provide a realistic environment and to enhance the customer's experience. The displays are clearly also used as an opportunity to demonstrate not just the range of products available, but also the design creativity, and installation quality the customer base is seeking. [thebathroomcompany.co.uk](http://thebathroomcompany.co.uk)



### Stone & Chrome Camberley

What do you do when your showroom is on a non-descript trading estate and kerb appeal is virtually superfluous? You make sure you surprise people, that's what. Stone & Chrome wants to be seen as a 'hidden gem' and has designed the small showroom – 1,800sqft - accordingly. There is also an emphasis on smell, making a 'feast for the nose as well as the eyes'. It's all made to be memorable and it must be working as they are expanding into the unit next door. [stoneandchrome.com](http://stoneandchrome.com)