

INDUSTRY EXPERTS



# Design to Impress, Design for Longevity

**What constitutes great bathroom design? Fresh off yet another national Bathroom Design award win, Naz from Veritas shares insights into what truly defines outstanding design.**

"Great design isn't just about striking products arranged with care - it's so much more than that. A well-designed bathroom is not only stylish and functional, but it's also built with longevity in mind, without compromising the original design intent."

Over the years, we've seen countless bold designs that captured attention for a time but faded with trends. True design success lies in creating a space that excites the current homeowner while also appealing to future buyers or renters. Think of avocado bathrooms, which were a significant investment in their day. While they now carry a certain nostalgic charm, their appeal was always going to be time-limited.

The use of space, room flow, colour contrasts, textures, and the all-important layout are what elevate a design, not just aesthetically, but experientially. Understanding a client's vision and subtly enhancing it without deviating from their brief ensures a design that is both beautiful and enduring.

Sustainability plays a crucial role in modern design. Water-saving products that are kind to both the planet and the purse are essential. So too are wellness-enhancing technologies: think light therapy showers and self-cleaning toilets with advanced hygiene features.

Storage is another often overlooked element. But smart, discreet drawers and statement furniture that hide clutter while remaining easily accessible are fundamental to both form and function.

Everyone wants the wow factor but the wow factor is really the sum of many thoughtful considerations. It's these layers of functionality, sustainability, and style that elevate a design from impressive to award-winning."

#### SHOWROOM LOCATION

13-15 Kenilworth Street, Royal Leamington Spa, CV32 4QS  
01926 774764 | [veritasinteriors.com](https://www.veritasinteriors.com)

