





RIM: Exclusive and ultrasimple

You probably know the feeling: that lowering your shoulders elevates your mood

Bathrooms are growing in size. But they are also taking on a new role. The bathroom is becoming more and more important in our modern lives. It's become our private space. A place where we can pamper ourselves with a relaxing bath, pleasant music, and peace and quiet from the hustle and bustle of normal life.

There's a growing appreciation of the importance of unplugging from time to time. We've discovered that lowering our shoulders elevates our mood. Quite simply, it's healthy to put your own needs first, and it's as if the bathroom was created with just that in mind. That's why consumers are now looking for products that can help make this experience even more beautiful. Even more sensuous.

Zone has taken up the challenge. As always, we've gone to great lengths. The ingredients are clean lines, good materials, exclusive and natural fragrance notes as well as huge respect for the bathroom as a living space anno 2024.

Take a deep breath, then step in...



Taking bathroom interiors to new levels

Zone Denmark is launching RIM – the design brand's most comprehensive range of attractive and functional bathroom ware to date. The exclusive and ultrasimple style has been created in collaboration with Danish designers VE2.

The furnishings combine the beautiful design you want with the peace and harmony you need from your bathroom.

RIM offers you everything you need to kit out the bathroom, from mirrors and shelves to wipers and soap dispensers.

All that is left to add are soft towels and fragrant soap (which you will also find at Zone Denmark).

The whole range is available in black and white and made from powder-coated aluminium, meaning they are easy to clean and built to last. Several of the products can be wall-mounted for ease of use, hygiene and clean aesthetics.



Stylish shower cabinet

RIM gets your shower sorted in style. You can place shampoo, soaps and bath brushes on these two delightful “floating” shelves with concealed fittings.

The deep shelf can be filled with your favourite shampoo and shower gel – the bottom of the shelf can be removed for easy cleaning. Match with the wiper from the same range, available in two widths (22 and 30 cm) and designed in a calm and inviting look.



Wall-mounted wonders

RIM offers soap dispensers, toothbrush mugs, bathroom bins, toilet roll holders, toilet brushes and toilet roll storage in a beautiful unified design, all of which can be wall-mounted.

This creates a clean, floating look, elegantly achieved by the concealed fixtures. The products are made of powder-coated aluminium and available in black and white.

RIM's minimalist soap dispensers, toothbrush mugs, soap dishes, toilet brush holders and pedal bins are of course also available in the classic freestanding versions – all in an elegant, simple design to delight you and your guests.

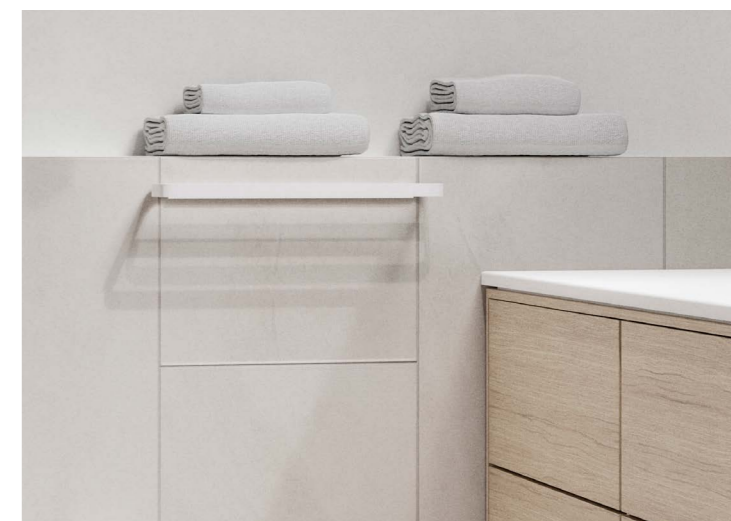
A modern bathroom with light wood vanity, white fixtures, and minimalist wall-mounted accessories. The vanity is a long, low cabinet with a white countertop and a double sink. Above the vanity, there are two framed pictures of a circular object. To the left, a toilet is mounted on the wall, with a toilet brush holder and a toilet roll holder nearby. The floor is made of large, light-colored tiles. The overall aesthetic is clean, minimalist, and elegant.

So elegant
so simple



Beautiful - and within your reach

Get your towels under control with these attractive towel rails, available in two lengths (44 and 70cm) and with one or two rails. Complement with single or double hooks in the matching design, and let your towels, dressing gowns and bath brushes hang stylishly at hand.



A feast for the eye

Freestanding beauty

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An elegant match







Put the final touches on your bathroom décor with the beautiful mirror and matching shelf for perfumes, creams and reed diffusers. The mirror and the shelf reflect each other with a simple design in matching widths, creating a calm and uniform appearance – in black or white, whichever you prefer.

The mirror measures 70 × 44 cm, and the shelf is 44 cm wide.



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VE2

The collaboration between VE2 and Zone Denmark is based on shared enthusiasm and great chemistry. And of course on VE2's ability to design beautiful and functional products perfectly suited to the users.

Hugo Dines Schmidt and Morten Lauritzen have a knack for encouraging the whole team to come up with ideas, then getting to the core and finding the final solution together.

That's why Zone Denmark has celebrated many of its greatest successes with VE2.

