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**PARISI**

# The look of luxury

At PARISI, bathrooms take centrestage. Here are the three hottest trends of the moment.



No longer just functional rooms, today's bathrooms should be stylish sanctuaries, where quality design, craftsmanship and cutting-edge products

combine to create luxurious spaces to be proud of.

It's an ethos that has driven luxurious interior products company PARISI for more than a quarter of a century; the desire to bring innovative, Italian-inspired doorware, tapware, bathroom fixtures and furniture to Australian homes and commercial projects.

The company was formed in 1995 when Sicilian-born Sydneysider Filippo Parisi identified

that the Australian market was extremely limited in what it offered, particularly in terms of high-quality products. "Back then, the market was only dominated by a few players," says PARISI CEO – and Filippo's son – Franco (left). "My father made it his mission to give Australian consumers access to luxurious, innovative designs that add something special to their homes.

"He could speak Italian, his mother tongue, so he started exploring the possibility of forming Italian partnerships. Today, out of our many partners, there are at least five companies who we've worked with from the beginning."

PARISI stays at the forefront of global design trends by constantly communicating and working with its Italian partners and local interior designers. The team also attends international trade shows, such as Bologna's CERSAIE (International Exhibition of Ceramic Tile and Bathroom Furnishings) and Milan's Salone del Mobile, the world's largest furniture design fair.

"We're very well known as an Australian representative in this space. In fact, whenever we're back in the exhibition halls in Bologna, we don't really get to see much. Everyone is constantly stopping Filippo to say hello," says Franco. "His passion and drive are still very much an intrinsic part of the PARISI company."

As for why Italian design is so special, Franco says it's because Italians are always looking to innovate. "They want to reinvent, to do something special and give themselves a point of difference to everyone else. It's a pleasure to bring the best-designed, quality products to the Australian market."

Here, Franco shares his take on this year's hottest bathroom design trends.



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## Add some colour

"What is on-trend at the moment and something we're able to facilitate quite uniquely, is the matching – or even contrasting – of the basin, toilet and bath in a colour other than white. Ceramica Flaminia's range features soft, elegant lines in a range of harmonious colours, including the material tones of clay and cement, which are really strong right now. These luxe products deserve to be the statement pieces in a bathroom, so pare the tiles and tapware back and keep them monochromatic so they aren't competing for attention."

*Left: Ceramica Flaminia Nuda Flat Wall Hung Basin in Rosso Reubens*

## Give it a lift

"It's been a long time coming but having a wall-hung toilet and vanity unit is the way to go in a bathroom. It may not sound like the most cutting-edge trend but if you want a space that looks and feels spacious and is easier to clean then keeping everything suspended – except the bath, obviously – is the only way to go. We're also seeing wall-hung vanities as beautiful pieces of high-end bathroom furniture in their own right. The PARISI textured Riga range is clad in premium moisture-resistant joinery with a choice of natural marble or MyTop Fondovalle Italian porcelain for a high-end finish. People are looking for that soft detail in a bathroom."

*Right: Riga vanity range. Below: Newform's Solo Steel range*



## Let it shine

"We're seeing the metallic trend in the use of stainless steel and also in ceramics that feature a gold or silver lining for a wow factor. Newform's Solo Steel basin was launched at Salone del Mobile in June and features a countertop or freestanding piece in sustainable stainless steel. It's available in finishes such as copper brushed bronze and can be paired with tapware in a polished finish for a contrasting yet complementary look. Again, it's very much a feature piece that needs to be the centre of attention with room to shine in a bathroom space. I'd recommend using an interior designer if you want to be daring with materials and designs such as this."

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