

## Why the shower curtain is back in fashion (and which are the most beautiful in the world)



In the image, a surprising shower curtain from Quiet Town. This is the Sun Shower model, made with EVA vinyl plastic that does not contain chlorine, PVC or BPA. "We design and create our bathroom accessories with the same attention to detail and integrity as haute couture clothing," they say from the Brooklyn, New York-based firm. © Courtesy of Quiet Town

### **Why the shower curtain is back in fashion (and which are the most beautiful in the world)**

Fashion in the home is something changing and **does not depend on a single factor, so making an exact prediction of trends** is not easy . But, without a doubt, what no one expected in **2024 was the return of, ahem, the traditional shower curtain** for the bathroom.

With complete certainty, the curtain is the first thing we notice when setting foot in a bathroom. After several seasons with screens on the rise (handcrafted black aluminum profiles giving an **industrial air to the bathroom** or the **purely minimalist ones**, which almost looked like sculptures), **cotton curtains with water-repellent treatment or materials as innovative as vinyl EVA** (a sexy, transparent gloss non-chlorinated polymer) are on the rise. And not only because of the **innovative colors and materials**. Also, because advances have been made in its use, such as no longer having to **worry about the curtain getting stuck** to the surface of the bathtub.



"Our decision to enter the world of shower curtains arose from the lack of options on the market aimed at design enthusiasts." © Courtesy of Quiet Town

## Brooklyn style in Europe (or the other way around)

Named after designer Pierre Cardin's bubble house in Cannes - in French, Palais **Bulles** - the latest shower curtain that has revolutionized the market is the Bubble Sand, from the Quiet Town brand. They boast that they are responsible for making the shower curtain cool again.

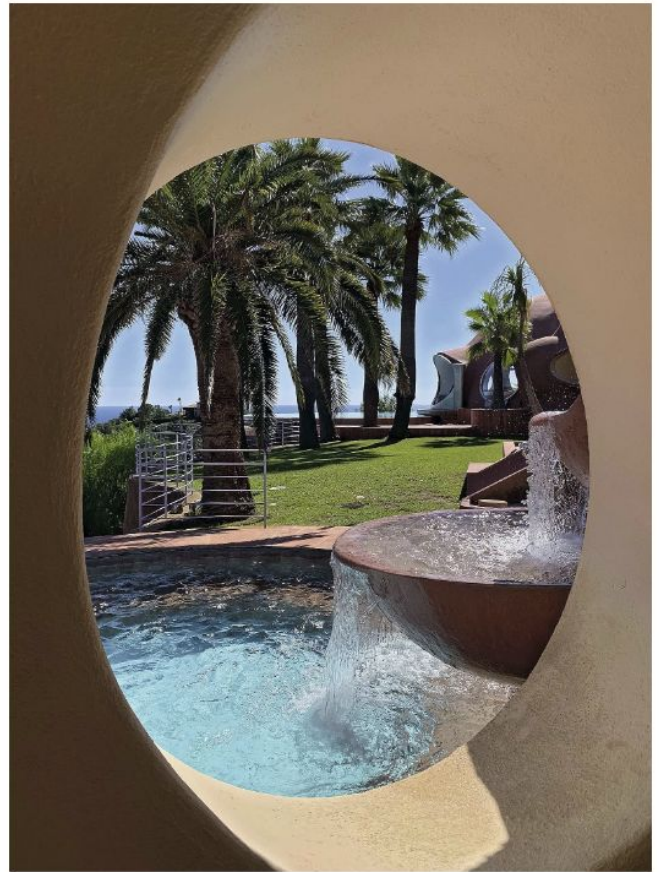
**“We get a lot of emails and text messages from people telling us they've never liked a shower curtain before.** They send us photos of their bathrooms, take selfies and use our product as their profile photo.”

— Lisa Fine, co-founder and creative director of Quiet Town

We are talking about a **versatile and simple piece made of 100% cotton grown, milled and dyed in the United States, and built in the factory that this young brand has in Brooklyn**. Quiet Town is one of the few companies in the business (if not **the only one**), **focused on a product until now as unglamorous** as the shower curtain. **“Our decision to enter the world of shower curtains** arose from a lack of options on the market aimed at design enthusiasts or those looking for high-quality, responsibly manufactured pieces. **Everything there seemed very basic, with a predominant offering of white, cheap-looking,** plastic curtains,” explains Lisa Fine, co-founder and creative director of Quiet Town.



The Bubble Sand shower curtain is inspired by designer Pierre Cardin's bubble house in Cannes. © Courtesy of Quiet Town



*Palais Bulles*, built by Antti Lovag between 1979 and 1984 facing the bay of Cannes, is a concrete shell on a self-supporting metal structure. The interior design is by Pierre Cardin, who bought the house in 1991. He was responsible for designing some furniture and putting together a small museum of icons from the 70s. The windows and doors are large portholes. © Jesús Cano

## The avant-garde of the 20th century as inspiration for groundbreaking designs

A few years ago, before co-founding Quiet Town with her partner, Fine worked full-time as a Styling Director at Madewell (a North American fashion brand that in Spain we can buy through Zalando and with millions of followers on Instagram). “When I was at Madewell, shower curtains seemed like a canvas on which I could express my creativity without being too burdened by sizing and other complexities of the fashion industry. Naturally, starting any business is a challenge, but I suppose that **naivety influenced our initial enthusiasm,**” she reveals.

In addition to the quality of the materials, the shower curtain as an object reaches other heights when it is mentioned as references for its designs, not only Cardin, but also the **pioneer of modernity and the use of colors** Josef Albers, **Donald Judd**, **Hilma af Klint**, James Turrell, Mark Rothko or **Helmut Lang**. "All the saturated colors of India and the nautical world have been great sources of inspiration for us. **Many of the design details of our canvases are inspired by old ship sails.**" In fact, some museums have already begun to use shower curtains to display artists' works in all their fullness, as the Thyssen-Bornemisza Museum in Madrid does with paintings by Roy Lichtenstein.



The Pivot shower curtain, from HAY, is made of cotton with a water-repellent surface treatment that resists up to 20 machine washes. The graphic pattern is reminiscent of abstract expressionist paintings. © Courtesy of HAY



Rothko's expressionist paintings are inspiration for the trendiest shower curtains. In the image, Light Red Over Black, 1957. © 1998 Kate Rothko Prizel & Christopher Rothko - ADAGP, Paris, 2022 / Photo: © Tate

## But who puts a shower curtain in their bathroom?

“Our customers love the color and design. **They are on the hunt for unique and original objects for their home.** They are also very conscious consumers and support brands that manufacture responsibly, ” they explain from Quiet Town.

Another reason why the shower curtain has gained points in the decoration of the current bathroom is the context itself: the bathroom is already one of the epicenters of the house, causing greater investment and effort on the part of professionals and individuals. **"Bathrooms tend to be small spaces, and designers and homeowners can have a lot of fun in spaces that look like a jewelry box. Plus, the fact that tiles** have become a source of inspiration draws people to the bathroom." **Starting with the popularity of cement tiles in the early 2000s, to terrazzo and the use of color in grout when laying tiles, everything has been candy for the eyes of design lovers .** ” Fine reflects.