2021 NOVELTIES
Press Kit
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Sustainable, long-lasting, beautiful and smart – Subway 3.0: A bathroom for life

It is the first and last stop of the day: the bathroom. This is where we get ready in the morning and unwind in the evening, where we find time for ourselves and our family. In brief: the bathroom is one of the most important rooms in any home. No collection reflects this view better than Subway from Villeroy & Boch. The revamped Subway 3.0 has made the popular family bathroom ready for the future – with the patent-pending TwistFlush toilet that saves water with every flush, long-lasting materials, smart functions and a timelessly beautiful design. The result is a bathroom that will last – and can be enjoyed – for a very long time.

Water-saving toilet with TwistFlush
A bathroom collection with everything that is important in the bathroom, now and in the future – that is the aspiration of Subway 3.0, the new generation of the successful Subway collection. The centrepiece of the collection is the water-saving, super clean TwistFlush toilet. The secret: the patent-pending TwistFlush technology uses the physical force of a controlled water vortex, which vigorously flushes almost all of the inside of the toilet bowl while carrying waste away – and very quietly at that. The conical, completely rimless bowl with super smooth walls makes it difficult for dirt to stick and also ensures that the TwistFlush system does an excellent job even with a smaller amount of water. In turn the toilet only needs 4.5 litres for a large flush and a mere 3 litres for a small one. A four-person family can save up to 19,700* litres of water a year – with maximum hygiene and banning annoying toilet brushes to the past. CeramicPlus and AntiBac make it even more hygienic while reducing bacterial growth by 99.9%. Thanks to its streamlined sides, closed edges and slim seat, the toilet also impresses with its modern and timeless look.

Washbasins for all tastes
The Subway 3.0 washbasins are defined by a fine, modern design with straight, angular lines. Thin-walled, narrow edges and small radii inside and out give the ceramics a delicate look. Then there are the functional aspects: the deep bowls and wide side shelves offer the best user comfort and are softened visually by a slim outer edge. One of the trademarks of the collection is the oblong overflow hole, which rounds off the design in style. The range includes a large selection for all needs: from a small hand washbasin that is also available in a corner version to vanity washbasins of different widths through to a double solution.
Space for the essentials

Bathroom furniture creates a cozy feel, provides practical storage space and keeps everything neat and tidy – and at best looks so good that it transforms the entire bathroom into a feel-good oasis. The new Subway 3.0 furniture meets this demand with internal fronts, thin walls, open shelf elements and full-length handle profiles. The Brilliant White, White Matt and Volcano Black plain colours are perfect for timeless interiors, the soft hues of Taupe and Cashmere Grey impress with their natural flair, and Marine Blue and Graphite bring a trendy charm to the bathroom. Moreover, the furniture in the warm Arizona Oak, Nordic Oak, Kansas Oak and Stone Oak wood effects creates a comfy atmosphere in the bathroom. Individual touches can be added with the handles, which are available in Aluminium and Volcano Black and can be combined with any furniture colour and surface. Furthermore, the handles are available in plain colours apart from white, and this helps keep the varnished furniture in a completely monochromatic tone-on-tone design. The furniture range consists of vanity units, side cabinets, tall cabinets, open mirror shelves and a sideboard. Thanks to the anti-fingerprint coating, the surfaces are very low maintenance.

Smart light and new mirrors

The washing area design is complemented by an illuminated mirror that always provides the right light whatever the time of day – from a functional to a mood light. Subway 3.0 includes angular mirrors in different sizes and two round mirrors with an aluminium frame in White or Black Matt. The all-round, dimmable LED light strip can either be switched on and off via a touch sensor or connected to all standard smart home systems with a ZigBee® kit (sold separately). The vanity units can also be equipped with drawer and bottom lighting and even retrofitted with ZigBee® to make them smart home-enabled.

Ergonomic tubs: Guaranteeing peace and relaxation

A bathroom that lasts a lifetime deserves the best materials. The Subway 3.0 baths are made from high-quality Quaryl®, which contains more than 60% quartz – and makes the tubs very scratch-proof and colour-fast. Featuring a backrest with edges that are only 10 mm thin and an oblong overflow, the baths embrace the collection’s typical design elements and blend seamlessly into the bathroom interior. The very ergonomic backrest provides a comfortable sitting position and pleasant head posture. The tub can also be upgraded with another comfort feature, the new SilentFlow system for running bath water: the water flows into the tub from below in the shape of a star – so there’s no annoying splashing while preparing an indulgent, relaxing bath.

*4-person household, compared to a standard 6-litre flush. Average use: 5 x per day/per person, based on data from the Umweltbundesamt Deutschland (German Environment Agency)

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Innovative toilet flush with vortex power – TwistFlush: More cleanliness, less water consumption

The new revolutionary TwistFlush toilet flush delivers extra clean and hygienic flushing results while being exceptionally water efficient. The secret: the patent-pending TwistFlush technology uses the physical force of a controlled water vortex, which flushes almost all of the inside of the toilet bowl while carrying waste away. In turn TwistFlush uses the flush water much more efficiently and saves precious water every time the flush is activated.

Economical yet powerful
A sustainable lifestyle includes the conscious use of resources. A TwistFlush toilet that saves precious water every time it is used plays an important role in this. The toilet only needs 4.5 litres for a large flush and a mere 3 litres for a small one. And as the flush is so powerful, one flush is usually sufficient. This way, a four-person family can save up to 19,700* litres of water a year. Moreover, the patent-pending flushing technology far exceeds standard requirements**: the controlled water vortex generates a very strong pull in a conic bowl. It reaches almost all of the inside of the toilet bowl while well and truly carrying waste away.

Practically brushless and easy to clean
Annoying toilet brushes are a thing of the past: TwistFlush thoroughly flushes the entire inner pan, and the smartly designed bowl with its steep and super smooth walls makes it difficult for dirt to stick.
One more hygienic advantage: thanks to the sophisticated rimless shape, a TwistFlush toilet is quick and easy to clean. CeramicPlus and AntiBac make it even cleaner while reducing bacterial growth by 99.9%.

Prevents spray and aerosols
The controlled vortex power deploys the flushing water exactly where it is needed. This prevents spray and significantly reduces the formation of aerosols. Another advantage: TwistFlush is significantly quieter than a standard flush.

* In accordance with the European EN 997 standard.
**4-person household, compared to a standard 6-litre flush. Average use: 5 x per day/per person, based on data from the Umweltbundesamt Deutschland (German Environment Agency).

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Loop & Friends from Villeroy & Boch: Design statements in exceptional bathrooms

Round, oval, rectangular – good design speaks for itself. Just like the Loop & Friends bathroom range that knows how to play with shapes and geometries, having made statements in bathroom design for many years. For 2021, Villeroy & Boch has given the Loop & Friends bestseller a new yet familiar look: the washbasins are more delicate, the baths more stylish. A colour concept has been developed based on bold matt colours – perfect for transforming the bathroom into an exceptional place.

The 3 x 3 x 3 of individuality

The new Loop & Friends washbasins turn the washing area into a striking centrepiece. The main feature is the 3 x 3 x 3 concept: three shapes, three installation types, three colours. Whether oval, round or rectangular, the washbasins can be installed as a striking surface-mounted, classic built-in or a simple undercounter version. Their narrow rims and thin walls showcase their trendy “lightness” theme. This extraordinarily fine and delicate design is only possible because of Titan-Ceram, a material where the titanium oxide makes the ceramic extremely firm and stable. It is accompanied by high-quality details such as an optional ceramic outlet valve and an oblong overflow hole. Bold colours make way for creativity and personality: the washbasins are available in white as well as three plain matt colours. The washbasin oozes confidence in deep black Ebony. The soft grey Graphite is perfect for anyone who prefers a slightly more restrained look. And the fine beige Almond adds a wonderfully warm touch to the washing area. Consisting of 14 models in different sizes, the washbasins offer a design for any taste and a suitable solution for practically any layout.

Comfort meets style

The new Loop & Friends baths have adapted the oval and rectangular design of the washbasins and stylishly transferred them into acrylic with a delicate edge that is only 20 mm thick. This has resulted in modern built-in baths that are available in the sizes 180 x 80 cm and 170 x 75 cm as well as with an optional oval or rectangular interior. The matt Stone White colour that blends in beautifully with the ceramic washbasins shows the elegant built-in baths to their best advantage. A luxurious bathing experience is guaranteed: the inside of the bath is very spacious because of the narrow edges and offers plenty of space for the ultimate relaxing soak; its inner depth of 44 cm helps save quite a lot of water. The wide rim on the wall serves as a shelf for accessories and also allows for the option of fitting a standpipe. The stylish yet functional outlet and overflow solution with a flush push-to-open valve and oblong overflow is available in White, Chrome or Black Matt. One particular highlight is the optional water inlet that fills the bathtub like a waterfall. The Loop & Friends built-in baths can also be fitted with a hot tub system to create even more of a spa experience at home.

Anyone looking to create more cosiness and tidiness with bathroom furniture matching Loop & Friends will find what they are looking for in the Legato collection. The universal furniture platform offers a large selection of vanity units as well as tall and side cabinets in the latest colours and surfaces – with optional built-in LED lighting for the perfect light and atmosphere in the bathroom. The stylish bathroom fittings are complemented by a toilet from the Subway 2.0 range that is also available in the three matt colours of Ebony, Graphite and Almond.

The Loop & Friends surface-mounted washbasins and built-in baths are expected to be available from June 2021, the undercounter and built-in washbasins from autumn/winter 2021.

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https://cs.villeroy-boch.com/openshare/687aaa79
Artis surface-mounted washbasins in new colours –
The art of setting the right tone

It reflects the personality, creates an atmosphere and sets trends: colour is the key element when making interior design dreams come true. And colour is no longer risky in the bathroom. A good enough reason for the two-tone Artis washbasin range to treat itself to new splashes of colour: Indian Summer, Sage Green, Rust and Bordeaux are conquering the washing area with lush colours. Created by the German-Danish designer Gesa Hansen, the Artis colour palette has the right tone for any bathroom.

The ultimate kaleidoscope

“For me, colour is the soul of a product. Colour can awaken so many emotions and change practically everything: the mood, dimensions or definition of a room” – is how Gesa Hansen describes the effect of colour in interior design. She has created a holistic colour concept with inspiring hues for anyone who wants to immerse their bathroom in a special shade. In addition to the new colours, the existing tones of Ocean, Fog and Powder still have a role to play. The palette has been joined by classic white and the neutral shades of Coal Black and French Linen. The two-tone concept remains for the nine colours: while the exterior adds colour to the bathroom, the interior surprises with glossy White Alpin. The precise wrap-around edge makes the contrast even more vivid while emphasising the delicate look of the surface-mounted washbasins made from high-quality TitanCeram.

A symphony of shapes and colours

Artis surface-mounted washbasins are available in four shapes – round, oval, square, rectangular – and can be combined with furniture from the Finion and Legato collections. Villeroy & Boch will soon be able to reveal the colours and surfaces that harmonise best when it releases its colour wheel based on colour theory. The perfect complement: a bath with a colour-coordinated panel from the Colour on Demand concept. This way, Artis not only adds individual splashes of colour, but also lays the foundation for well-composed colour compositions. By the way, guest bathrooms are also a perfect playground for colour. This is where Artis leaves a lasting impression with visitors and turns this frequently underestimated room into a home’s calling card.

Gesa Hansen, colour expert

Gesa Hansen studied design at the Bauhaus-Universität in Weimar, and is considered by AD Magazin to be one of the top 200 influential designers in the world. Colours for her are the perfect way to create moods and to express individuality. Gesa has been collaborating successfully with Villeroy & Boch for many years, with her main focus being on colour in the bathroom.

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ViConnect installation system from Villeroy & Boch: The clever attachment for any building scenario

Intuitive, simple and quick to fit – with its ViConnect series, Villeroy & Boch offers ‘made in Germany’ installation systems and high-quality flush plates. Intelligent features such as the tool-free adjustment of the flush flow, rotatable self-locking feet and a 4-point adjustment of the outlet elbow allow installers to carry out easy and flexible installations with ViConnect. Thanks to a special load-bearing design, the ViConnect installation systems are safe and reliable for any installation scenario.

Flexible installation systems and stylish flush plates

The current ViConnect range includes dry-wall and brick-wall construction elements for all wall-mounted sanitary ceramics as well as stylish flush plates. All ViConnect installation systems provide greater flexibility: with height-adjustable feet and durable frames made from powder-coated steel for the secure installation of washbasins, toilets, bidets and urinals.

The flush plates impress with an elegant, contemporary design, high-quality materials such as stainless steel and glass, and mood light functions. Innovative cable technology with a bayonet joint ensures quick and easy installation of all models. A dual-flush for the flush plates means that ViConnect actively helps to save water. The flush volume is set by default to 3/6 litres per flush with the option of being reduced to an economical 3/4.5 litres.

A new highlight in terms of hygiene and efficiency is the ProActive+ sensor-controlled, touchless flushing system, which is not only activated by a simple hand motion near the sensor, but also flushes automatically when the user doesn’t do it themselves. As the system is able to re-cognise the duration of use and different situations, it is able to select the volume of water required for the best flush result by itself.

Stability and very easy installation

Thanks to the integrated vertical struts as standard, all ViConnect dry-wall construction elements enable a very reliable and safe installation, which also applies to wall-mounted toilets with a shorter back panel. Therefore, the installer can be assured that the installation system and toilet will always fit together perfectly.

The innovative flush control valve can be accessed through a service hatch and regulated, without having to dismantle the cistern components, and allows easy adjustment of the flush flow – even retrospectively, if required – a particularly important feature for rimless toilets. There is also the option of positioning the service hatch at the top or front, depending on the installation scenario, and a single cistern for all heights means the installer needs fewer spare parts.

The rotatable feet open up a wide range of integration options: they can be installed precisely in lightweight stud walls as well as in various metal profiles, for instance U or C profiles. The self-locking system simplifies the assembly process even more, making it possible for a single fitter to adjust the height easily and precisely.

The 4-point adjustment for the outlet elbow provides greater flexibility for assembly, giving the installer more scope for connecting the toilet. A feature that is particularly advantageous for renovations.

Proven quality and services

All ViConnect installation systems are checked regularly in internal tests and their high standard is certified by independent institutes. Villeroy & Boch also provides a 25-year availability guarantee for replacement parts.

As with all products, Villeroy & Boch offers its customers personal service support from its Service and After-Sales team for ViConnect. Moreover, extensive information is available and training can be provided on request.

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New My View Now mirror cabinet – Perfect solution for storage, light and design in the bathroom

The new Villeroy & Boch My View Now mirror cabinet impresses with its solution for storage, light and design in equal measure. My View Now offers perfect functionality and goes beautifully with many bathroom furniture ranges and sanitary ware collections due to its timeless aluminium body. The My View Now doors are mirrored on both sides and provide the best all-round view. They can be opened with the attached delicate handles without leaving fingerprints and close softly thanks to the integrated dampers. Moreover, the surface-mounted version has mirrors on the side of the body, and its neutral colour helps it blend into practically any bathroom style.

Maximum storage space

All functions expected of a modern mirror cabinet culminate to perfection in My View Now. For instance, the interior can be easily divided with the height-adjustable aluminium shelves to make the most of the available storage space. The unbreakable and easy-to-clean shelves have a raised edge for added safety to prevent bathroom utensils from slipping into the washbasin. Moreover, a moveable storage dish and magnetic strip keep things tidy in the cabinet. The 3-fold magnifying mirror offers custom positioning for additional flexibility.

Light for any situation

The lighting running all around the mirror cabinet is a replaceable LED light strip that completely frames the internal and external mirrored area. It illuminates the face from all sides, perfectly and very evenly, even when the doors are open. The LEDs can be simply controlled via a sensor switch, their brightness dimmed and their light colour adjusted from daylight white (6,500 kelvins) to warm white (2,700 kelvins). This provides the perfect light and mood lighting for any situation – for styling, shaving and a relaxing soak.

Smart light control

My View Now is also available as a smart home solution. It is compatible with standard Zigbee® Home Automation systems and allows the mirror cabinet to be digitally controlled via an app or voice command.

Power for any occasion

Two space-saving power outlets integrated inside the cabinet can be used independently from the bathroom light and ensure that electric toothbrushes and shavers are always charged. The surface-mounted version even has an external power outlet underneath.

My View Now meets the highest demands on mirror cabinets with its intelligent features and modern design – the perfect solution for daily bathroom routines.

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New More To See Lite illuminated mirror collection – More design options in (smart) bathrooms

Moreover, the different shapes and sizes in the range open up a wide variety of design options above the washbasin that can be adapted to personal taste and bathroom layout. The mirrors are available in four clear shapes and different sizes. Rectangular, round as well as rectangular and square, all with rounded corners, so that everyone can find the perfect mirror solution for their bathroom – be it a small guest bathroom or a large luxurious bathroom.

Thanks to the all-round LED strips, which can be replaced on all models except for the round ones, all of the mirror’s sides can be evenly illuminated, creating attractive indirect lighting. The light is controlled via a touch sensor on the mirrored area.

Welcome to the smart home!

Alternatively, smart light control is also an option: More To See Lite can be retrofitted with a Zigbee® kit (sold separately) that integrates the illuminated mirror in standard Home Automation systems. The user can then control More to See Lite via an app or voice command.

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https://cs.villeroy-boch.com/openshare/6ac4fb38
Smart light in the bathroom – The perfect illumination and much more

The bathrooms of today combine functionality and well-being in one room: they are used for personal hygiene and grooming while also providing a retreat to relax and recharge. This is why people make them cosy and furnish them to their taste – with stylish sanitary ware, furniture and possibly even a smart illumination system that always provides the right light.

Mood-setting light

Stimulating or relaxing, invigorating or calming – light really does set the mood. However, the effect of light not only depends on the brightness, but also on the light colour or colour temperature. Warm light that we find cosy and comfortable has a temperature of between 2,000 and 3,000 kelvins. Light in a neutral white with about 4,000 kelvins produces a clear, functional atmosphere. A colour temperature of 6,000 kelvins generates a daylight white, a light colour that is very similar to natural daylight and has a stimulating effect.

Bathrooms in the right light

The different effects of light can be used creatively and to their advantage especially in the bathroom – and that at any time of day or night. Early in the morning, dimmed light that slowly adapts to accommodate the personal waking state is very soothing. After a refreshing shower, natural light conditions help best with styling, shaving and putting on make-up. But then in the evenings, soft mood light makes a relaxing soak even cosier. And a subtle nightlight is a pleasant way to make a night-time visit to the bathroom safe.

Mirrors and cabinets as smart light sources

The perfect light sources that offer all these light options are illuminated mirrors or mirror cabinets such as the current More to See Lite and My View Now ranges from Villeroy & Boch. They are fitted with high-quality LED systems that are dimmable and whose light colour can be adjusted. LED lights have also been built into the furniture from the new Subway 3.0 bathroom collection – as practical drawer and bottom lighting. A beautiful side effect: LED technology has a very long lifespan and is extremely energy-efficient. Moreover, it can be connected to standard smart home systems via a Zigbee® Home Automation kit. The illuminated mirror, mirror cabinet and illuminated furniture can then be controlled via an app or voice command.

A mind-reading bathroom

But smart features can do so much more: various devices and functions can be connected individually to each other or time schedules set via special programmes. For instance, the brightness in the bathroom can be coupled with the time of day – from a soft wake-up light in the morning to a safe nightlight when it’s dark. Moreover, the bathroom lighting can be connected to other smart home-enabled devices so that the radio always turns on the early-morning news at the right time or the Bluetooth speaker plays the favourite playlist during a soak in the bath. Then joined by a relaxing emotion light and a Villeroy & Boch hot tub – and that’s all that’s needed to transform a bathroom into a smart wellness refuge.

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New Conum design tap: Confident style and dynamic elegance

Conum from Villeroy & Boch adds an unusual touch to washbasins, baths and showers. The designer Christian Haas has created unique objects for the new tap range that bring together delicate and solid design elements to form a sculptural composition. In turn Conum is precise and uncompromising in both its design and workmanship.

Unique details

Christian Haas very clearly displays the symbiosis of understatement and originality with Conum that he is well-known for. He combines it with different style elements: the slim, straight spout blends into a strong body, embracing its distinctive lines to flow smoothly into the horizontal. The sculptural and abstract approach during the design process of Conum has brought about an unprecedented and truly unique character. Combining different volumes and levels creates surprising geometries that interact with the room in an exquisite fashion. Conum is precise, confident, sculptural and elegant.

The innovative operating lever keeps the design consistent. When the tap is opened, the lever glides instead of tipping, in turn eliminating the need for the otherwise necessary recess. When it comes to the standing pipe, the lever can be placed in different positions: it gives the tap additional height when above the spout, whereas it deliberately takes a back seat to accentuate the shape when attached to the body on the side. The three-hole version of the tap body also makes a clear design statement. To give it a more puristic look, the Conum tap can be installed directly on the ceramic without a rose.

Sophisticated technology for maximum hygiene

The technical side of Conum is also impressive: the integrated laminar aera tor produces a virtually splash-free water flow that makes using the tap very hygienic as the laminar flow minimises the production of aerosols, which could contain disease-causing bacteria.

Variety of combinations with premium collections

The Conum range consists of five different washbasin taps, including a model with a higher base. Furthermore, there are three bath taps. Two concealed taps and two concealed thermostats are available for showers. A bidet tap rounds off the selection.

Thanks to its exclusive design, Conum is the perfect tap for Villeroy & Boch’s high-quality premium ceramic collections. It blends in beautifully with the Finion collection, creating a luxurious bathroom atmosphere with its elegant design. Combining Conum with the Memento 2.0 bestseller produces a very contemporary look thanks to the contrasting blend of a conic and straight-lined design. And when interacting with the Antheus collection, which Christian Haas also designed, Conum emphasises the balanced proportions and geometric contours of the ceramics with great stylish confidence.

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https://cs.villeroy-boch.com/openshare/e1c98313
New Mettlach premium tap:
Historical patterns for an individual style statement

A luxurious tap that reflects Villeroy & Boch’s brand history of more than 270 years in a unique way – the new Mettlach premium collection combines the highest product quality based on centuries-old artisanal experience with an exclusive pattern inspired by the historical “Mettlach tiles”.

Lovingly created design

The design of the Mettlach tap range has been created with great attention to detail: the straight-lined shape consequently interacts with clear geometries and balanced proportions. Bevelled edges give the overall look a subtle vintage attitude. The exclusive highlight is the decoration: the famous tile design with the model number 1, where rhombuses interact together to create a mosaic, has been transferred to the side-attached block of the control lever with a high-quality relief structure on the tap. An additional detail: the coordinates of the Old Abbey, Villeroy & Boch’s historical and current headquarters, have been engraved in the lever itself.

One pattern’s history

The unmistakeable rhombus pattern made its début in 1850 on the stoneware “Mettlach tiles”, which can still be admired around the world today in many places steeped in history, such as in Cologne Cathedral or the Holland Tunnel in New York. Villeroy & Boch has already made use of this historical pattern as a design element several times in other product areas, albeit with a modern and understated twist. Therefore, besides the Mettlach tap range, the pattern can also be found on various household and kitchen furniture from the Mosaique collection and the classic ceramic butler sink.

Sophisticated functionality

Not only is Mettlach’s design impressive, so is the technology for its functionality: the integrated laminar aerator makes using the tap very hygienic. Its water flow is virtually splash-free while minimising the production of aerosols, which can spread disease-causing bacteria such as legionella. Then there is the practical EasyClean feature, which removes residue very easily and avoids limescale build-up in the water outlet. And the ColdStarter lever ensures that only cold water comes out of the tap when turned on from mid-position – hot water will only flow when the lever is turned towards “warm”. This significantly reduces the often unnecessary consumption of hot water and saves energy.

Stylish displays in the premium sector

The Mettlach tap range consists of models suitable for every purpose in the bathroom. There is a choice of four washbasin taps, one bidet tap and three bathroom taps, including an imposing floor-standing version for free-standing baths. The selection is rounded off by two concealed taps and two concealed thermostats for the shower.

Villeroy & Boch offers all Mettlach taps with four high-quality surfaces for designing customised bathroom interiors: in addition to the classic, high-gloss Chrome finish, there are two elegant brushed versions – Brushed Gold and Brushed Nickel Matt – and the expressive solid-coloured Black Matt.

Villeroy & Boch premium bathroom collections provide the perfect stage for showcasing the exclusive design of the Mettlach tap range in style: it adds a confident touch to the clearly puristic spirit of the Momento 2.0 bestseller, while seamlessly interacting with the Antheus collection that was inspired by Art Deco and Bauhaus design.

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