

Jaquar at the world's biggest bath fair in Frankfurt, Germany

A union of style and substance is how the Jaquar group's stall at the recently concluded ISH fair in Frankfurt, Germany can be described. Jaquar made its presence felt at the fair by launching radical new designs and concepts. ISH, the world's biggest trade fair for the latest in bathroom concepts and products, attracted over 198,000 attendees – the who's who of the international community of the trade, including the top architects of the world and, of course, the best brands in the business from across the globe. The Jaquar group's stall was designed by globally recognised experiential design firm, Foley Designs. The Jaquar group showcased its impressive conceptual and design skills as well as its high quality manufacturing capabilities to hundreds of trade representatives and visitors from Europe, Middle East, North America, Asia-Pacific region and Africa. The space of the stall was designed to highlight the bathing experience – focussing on the rich and complex emotions that people go through when they interact with Jaquar and Artize creations. The visitor's journey through the stall was a delightfully layered discovery of the brands, guided by design, embellished by light and sound, and peppered with elements of surprise – like the live, human demonstration of an innovative 360° showering concept called JoyRing. Also on display were the TumbleRain bucket showering concept, and the Rainjoy luxury shower. A whole new series of coordinated whirlpools, designed to match faucets ranges of contemporary design caught the visitors' imagination with their design innovations in bathing. The designs that were showcased included award winning bath fittings like Linea and Confluence, and soon to be launched ranges like Tailwater and Tiara. Also in the spotlight were designer ranges created by some of the leading names from the world of design like Lisa Bosi of Italy, Claudia Danelon of the DanelonMeroni design studio from London, and Michael Foley and Parichay Mehra from India. According to industry and trade reports, Jaquar's stall, and the concepts and products on display, have received the attention and appreciation of some of the global leaders of the industry. With such innovative bathing concepts and products, Jaquar group is all set to delight its ever growing consumer base across the globe.

Jaquar

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