

THE GUILD COLLECTION

Celebrating originality, high-quality materials and skilled craftsmanship, the Guild collection draws inspiration from the Arts and Crafts design era of the late 19th century. Featuring a subtle, elegant design, the Guild collection presents a collection of bathroom products that blend to form a complete, harmonious traditional bathroom space.



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BATHROOM DESIGN TIPS

From the layout, storage to grout colour, Georgina Townshend shares tips from the experts on how to create your dream space

1

THE LAYOUT

"When approaching the design of a bathroom, it is paramount to carefully consider the available floor area and how best to maximise the space. Not only do you want to bring in the essentials – shower, bath, WC and sink – but you also need to factor in storage and having ample room to move around. In smaller bathrooms, consider clever space-saving fixtures such as wall-mounted cupboards, sinks and toilets. These can not only free up floor space, but also create clean lines, drawing the eye and making a bathroom feel larger than its framework."

Caroline Milns, head of interior design, Zulufish

"NOT ONLY DO YOU WANT TO BRING IN THE ESSENTIALS – YOU NEED TO FACTOR IN STORAGE AND SPACE TO MOVE AROUND"



2

PLANNING STORAGE

"Our biggest request from clients is for storage to be incorporated in their bathroom. The first question is, how much do you actually need? Then, you have to consider location – where does it need to be in order for it to be practical for everyday use? Also, what do you want to store? If you have a lot of tall bottles, shallow drawers in a vanity unit will be useless. Likewise, if you have lots of small cosmetics, a deep drawer will be too vast. There are more inventive things you can include, too; for example, recessed storage in stud walls, over basins or wall-mounted toilets, will give the illusion of mirrors but with additional storage behind. Consider having a shaver socket within, as well, for charging toothbrushes, so there are no unsightly cables on show." Kirsten Wain, designer at West One Bathrooms



3

THE LIGHTING

"When it comes to creating the perfect bathroom lighting scheme, a balance of task and mood settings is essential. Task lighting is all about practicality – bright and focused for makeup or shaving. On the other hand, you also want to include lights that create a relaxed vibe. Think dimmable fixtures or soft wall lights that make for a peaceful ambience, ideal for unwinding in the tub. Light temperature is critical: aim for a neutral option around 2700K which provides a flattering glow that's neither too harsh nor too warm. Also avoid anything too cool as it can feel sterile and unflattering. Position is equally key; side-mounted lights at eye level provide even illumination and prevent shadows, while overhead lighting, especially layered with other sources, ensures the space feels open and bright." Louisa Eggleston, creative director at Humphrey Munson

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4

THE GROUT COLOUR

"There are so many grout colours to pick from! Often, we'll even mix these to create a custom shade for a space. Grouting can not only change the look and feel of your bathroom, but holds a practical element, too, such as for hiding dirt. Using a matching colour to your tiles will create a more blended look, and can provide an elegant finish for a glossy tile, while a darker, contrasting shade can highlight the shape of beautifully organic tiles."

Claire Garner, director at Claire Garner Design Studio

opening page

Bathroom by Hux London, from £17,500, featuring a bespoke double vanity finished in Farrow & Ball's Green Smoke.

far left

Drench Border collection shower panels with fluted glass, available from West One Bathrooms.

left The grout colour in this project by Delve Architects goes perfectly with the Juno sink in Ember by Kast.

below Trevoze III vanity unit, priced from £5320, Humphrey Munson.