

## PRESS INFORMATION

### **Escape from everyday life with GROHE Allure and GROHE Rainshower Aqua Body sprays**

- Modern luxury for the personal home spa: GROHE presents two new premium highlights for the bathroom
- Progressive designs meet technological precision: the reinvention of GROHE Allure
- Soothing showering pleasure thanks to GROHE Rainshower Aqua Body sprays

Because the increasing speed of the outside world can be exhausting, it is more important than ever to actively improve your own well-being. Small hideaways gain significance when you want to disconnect and find peace for body, mind and soul. At home, the bathroom is often a vital place for finding a moment of peace. Creating a relaxing atmosphere in the bathroom is therefore key. To help consumers create their personal home spa with high-quality product solutions, GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, has extended its premium portfolio with the reinvented **GROHE Allure** line and the **new GROHE Rainshower Aqua Body sprays** for the shower.

“In a time where health and wellbeing is a top priority, consumers search for spaces that let them indulge themselves in a perfect me-moment. With these two additions to our premium portfolio we offer consumers the opportunity to transform their bathroom into a personal home spa – with full freedom of design. Carefully selected colors, materials, and finishes, together with progressive designs, allow you to tailor the space to your personal taste and create unique water experiences in their own bathroom,” explains Patrick Speck, Leader LIXIL Global Design, EMENA.

#### **Luxury and sophistication for the bathroom with the reinvention of GROHE Allure**

The popular **GROHE Allure faucet line** has been updated. It is a true design statement characterized by its captivatingly minimalist and extraordinarily slim design – now even more appealing due to its strong organic aesthetic. By combining state-of-the-art water technology with German craftsmanship, the faucet offers a special highlight: Thanks to distinct haptic feedback, the precision control of the three-hole basin mixer offers a unique tactile experience and improves interaction.

The new GROHE Allure allows you to create a perfectly harmonious bathroom experience according to your personal taste: the versatile range also encompasses floor-mounted faucets and waterfall spouts for the bathtub, which allow for a holistic, coordinated design. For tasteful accents in the bathroom, the Allure line offers a choice of different colors and finishes: Chrome, Brushed Cool Sunrise, Brushed Warm Sunset, and Hard Graphite – all perfect matches for GROHE Allure Accessories.

### **Soothing shower experience for the home spa**

**GROHE Rainshower Aqua Body sprays** upgrade the daily shower routine with a pulsating water massage. Control is intuitive via a pop-up mechanism: When you activate the water, the body sprays pop out of the cover plate, allowing you to switch between Rain and Active Jet spray easily by simply turning them. As soon as you turn off the water, they pull back and blend into the rosette completely – slim design for extra space in the shower.

Full freedom of choice is guaranteed with round and square designs, available in different GROHE Colors to match your bathroom style. Furthermore, the new body sprays enable eco-conscious water usage thanks to water-saving EcoJoy technology. GROHE Rainshower Aqua Body sprays make it easy to successfully combine responsibility with pure showering pleasure.

+++ For further information and press material, please see this [link](#). +++

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Pure Freude  
an Wasser



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### **About GROHE**

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 7,000 employees in 150 countries – 2,600 of them are based in Germany. Since 2014 GROHE has been part of the strong brand portfolio of the Japanese manufacturer of pioneering water and housing products LIXIL. In order to offer "Pure Freude an Wasser", every GROHE product is based on the brand values of quality, technology, design and sustainability. Renowned highlights such as GROHE Eurosmart or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system underline the brand's profound expertise. Focused on customer needs, GROHE thus creates intelligent, life-enhancing and sustainable product solutions that offer relevant added value – and bear the "Made in Germany" seal of quality: R&D and design are firmly anchored as an integrated process in Germany. GROHE takes its corporate responsibility very seriously and focuses on a resource-saving value chain. Since April 2020, the sanitary brand has been producing CO<sub>2</sub>-neutral\* worldwide. GROHE has also set itself the goal of using plastic-free product packaging by 2021.

In the past ten years alone, more than 490 design and innovation awards as well as several sustainability awards confirmed GROHE's success. GROHE was the first in its industry to win the CSR Award of the German Federal Government and the German Sustainability Award 2021 in the categories "Resources" and "Design". As part of the sustainability and climate campaign "50 Sustainability & Climate Leaders" GROHE is also driving sustainable transformation.

\*includes CO<sub>2</sub> compensation projects, more on [green.grohe.com](https://www.green.grohe.com)

### **About LIXIL**

LIXIL (TSE Code 5938) makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard and TOSTEM. Approximately 55,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day. Learn more at [www.lixil.com](https://www.lixil.com)