

PRESS RELEASE

Under the theme of “Experience the healing power of water”

GROHE launches GROHE SPA with the latest cutting-edge technology

- ‘Health through Water’: GROHE SPA invites users to luxurious water rituals, taking advantage of the positive effects on body, mind and soul
- For unique wellness spaces: With diverse customization options, GROHE SPA enables the transformation of the bathroom into a home spa tailored to individual needs
- Masterpieces for the bathroom: Portfolio encompasses GROHE’s premium products, characterized by the highest quality, cutting-edge technology, unrivalled precision and progressive design

Dubai, United Arab Emirates, 13 March 2023: GROHE, a leading global brand for complete bathroom solutions and kitchen fittings, has revitalized its GROHE SPA collection. The GROHE SPA portfolio ranges from elaborate faucet collections, customizable ceiling showers and intricate ceramics to complementary accessories. Progressive designs are combined with carefully selected colors, materials, and finishes to create luxurious home spa experiences.

Taking place from the 18th until 25th of April 2023, visitors can experience GROHE SPA first-hand at Milan Design Week. Located in the Brera district, GROHE SPA will be showcased by a celebration of our true passion for water – through a water surface installation which will reflect the stunning architecture of one of the world’s most prestigious art museums, the Pinacoteca di Brera, while expressing the overall GROHE SPA Health Through Water concept. The exhibition will be complemented by innovative bathroom designs occupying four immersive cubes nestled within the space, each expressing one of our four tiers: exclusive 3D metal-printed products, bespoke Atrio and Allure Brilliant Private Collections, trend-leading GROHE Colors, and a multi-sensory experience for the brand’s shower solutions.

GROHE SPA enables a new level of individual expression in the bathroom. The GROHE Atrio and Allure Brilliant Private Collections in particular present customers with a choice of different color, material, finish and handle options to help them design one-of-a-kind bathroom pieces. In order to enable end-consumers to enjoy an authentic marble style with a high-quality finish, GROHE is partnering with Caesarstone, the global pioneer of premium countertop surfaces, to craft faucet handles in the brand's timeless and durable quartz designs. Caesarstone has a long-standing reputation for designing and producing high-end engineered surfaces, used in some of the most exclusive residential and commercial buildings around the world. Caesarstone surfaces can also be combined with GROHE SPA Private Collections.

Patrick Speck, Leader LIXIL Global Design, EMENA, stated: "GROHE SPA products sit at the intersection of premium quality, cutting-edge technology, unrivalled precision, and progressive design. We are driven by a spirit of redefining what is possible, using industry-leading production techniques like 3D metal-printing to create exclusive designs and the ultimate water experience for the bathroom".

This launch comes from GROHE's belief that Nothing compares to water and that water is considered a source of vital energy as It can be cleansing, invigorating, healing. Whether it's the soothing sounds, or the feel on the skin, through our experiences with water, we can switch off from the noise of the outside world – to find peace for body, mind, and soul. It is usually the bathroom that serves as a personal space of retreat where the positive effects of water on the body and mind can be fully embraced. It's the place for precious me-moments of indulgent bliss where we find hidden strength and new energy.

Visitors can enjoy this unique experience on the below dates:

April 18/19/23 from 10am-7pm CET

April 20 from 10am-5pm CET

April 21/22 from 10am-10pm CET.

More details on GROHE SPA can be found at grohespa.com

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

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About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings. Since 2014 GROHE has been part of the strong brand portfolio of LIXIL, a manufacturer of pioneering water and housing products. In order to offer "Pure Freude an Wasser", every product is based on the brand values of quality, technology, design and sustainability. Portfolio highlights such as the GROHE Eurosmart line or the GROHE thermostat series as well as groundbreaking innovations such as the GROHE Blue water system are the perfect embodiment of these values. Focused on customer needs, GROHE creates life-enhancing and sustainable product solutions that offer added value for consumers. To make everyday work easier for its professional partners, the brand also offers a comprehensive range of services, including the GROHE + loyalty program and GIVE – a training program for the next generation of installers.

With water at the core of its business, GROHE contributes to LIXIL's corporate responsibility strategy with a resource-saving value chain: from CO₂-neutral* production, water- and energy-saving product technologies, the removal of unnecessary plastic in the product packaging, all the way to the launch of *Cradle to Cradle Certified*® products. With the hybrid communication ecosystem GROHE X, the brand provides further impulses for the industry. Whether digitally on the [brand experience hub](#), physically or hybrid in the GROHE X Brand & Communication Experience Center in Hemer, Germany or on the road with the GROHE X Motion Trucks, the brand connects people to enhance LIXIL's purpose to “make better homes a reality for everyone, everywhere”.

*includes CO₂ compensation projects, more on 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

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