

# Sumptuous West End designer showroom

**B**athrooms International's new Knightsbridge, London showroom is one of the most design-orientated seen anywhere, and for once well deserves the over-used adjective "stunning". In a prime location for topmarket customers, it will surely also prove a magnet for specifiers serving high-end clients.

Managed by well-known upmarket bathrooms designer and retailer Max Pike, who has joined forces with Peter and Cheryl Gurner of BI, it features seven settings on two floors, all created by famous designers. It also has a wealth of working shower fittings, bathroom accessories, designer taps and mixers, heat emitters, mirrors and a spectacular complement of floor, wall and ceiling finishes, plus works of art such as fine mosaics.

A new range of water fittings with Lalique inserts turns products into artworks, and one setting includes Lalique panels which help to give the small space involved an ambience like that of the fabled Aladdin's cave. BI says it has UK exclusivity on this range.

In fact, most of the products avoid any possibility of being undercut on price by another outlet. The wide selection of sanitaryware and brassware from JCD of France is exclusive to BI, and it is also the sole UK outlet for the Kallista bathroom products range within the mighty, family-owned Kohler group of the US and sourced worldwide.

With long experience of architecture, design and retailing, the Gurners and Max Pike commissioned Bill Bennette, Ann Boyd, Nina Campbell, Todhunter Earle, Tessa Kennedy, Mary Fox Linton and Joanna Wood to design the settings. The Kallista series of For Town and For Country ranges by US designer Michael S. Smith blends modern with more traditional elements.

Peter Gurner says customers often want whole settings emulated, not just the products, and the showroom can pass on to them the names of designers and firms involved in creating the settings. ■ **BI**

**Bathrooms International:**  
+44 (0)20 7838 7788



Upmarket  
bathrooms  
designer and  
retailer Max Pike