

Showroom of the month

Royal Bathrooms, Riga, Latvia

How this retailer is bringing British bathroom brands and traditional style to the eastern European market in this flagship store



1.

In keeping with the international theme of this month's issue, our search for inspirational showroom design takes us to Riga, the Latvian capital.

Founded in the UK in September 2010, Royal Bathrooms now has a presence in several European countries – including this, its flagship showroom in Latvia.

"Our philosophy is to provide high-quality, innovative products, combined with a personal service," explains Kristaps Kancs, owner of the Royal Bathrooms showroom in Riga. "We've positioned ourselves as a dealer of British brands, because they are recognised for quality, classic design and style. We've worked with our brand partners, including Imperial Bathrooms, Johnson Tiles and Samuel Heath, for years and have fallen in love with their products."

In keeping with the company's aim to bring traditional styling to the Latvian market, the 70sq m showroom takes up an entire wing of an old, country-style, wooden building.

Built in 1891, the building had been used mainly for residential purposes. After Latvia gained independence from the USSR in 1991, the owners of the ground floor began renting the space out to local businesses.

The showroom design concept was created in collaboration between interior designers Anda Andžane and Ilze Desaine. "We redecorated and updated the

showroom, but tried to leave as many of the building's unique features as possible," Kancs says. "We kept the original parquet flooring and the walls were painted in Farrow & Ball colours, again reaffirming the quintessentially British interior décor theme."

Aimed predominantly at interior designers and architects, the showroom features four lifestyle displays, each created to inspire and encourage clients to make each project as personal as possible.

"Each display was created to show that bathroom design is more than just placing a selection of sanitary items together in one room," he adds. "We wanted to show clients that you can be creative with even the smallest of spaces and that your passions and lifestyle are a great inspiration."

The showroom has been divided into 'feminine' and 'masculine' areas. One room features several room-sets designed with women in mind. These settings are inspired by iconic fashion house Chanel and include an array of stylish products and finishes.

The other room has a more masculine edge and includes individual products and vignettes designed with the "discerning gentleman in mind", Kancs says.

"The gentleman's room is designed for a man who likes to surround himself with quality things and elements that show what his passions in life are – motorcycles, music and travel."

kbb



2a.



3.



4.

“

We wanted to show clients that you can be creative with even the smallest of spaces and that your passions and lifestyle are a great inspiration

Kristaps Kancs, owner



5.



2b.

1. **The showroom** is located in a building dating back to 1891. As traditional style is at the heart of the Royal Bathrooms design philosophy, they wanted to retain as many of the building's original features as possible, including the parquet flooring featured throughout

2a. **This room-set** display can be found in the room dedicated to 'feminine' designs. According to showroom owner Kristaps Kancs, it was inspired by the iconic style of luxury fashion house Chanel

2b. **This countertop** basin and cabinet were chosen because the finish is reminiscent of Coco Chanel's signature quilted finish used on handbags, purses and ballet pumps

3. **The items** on display throughout the showroom were chosen to create the desired atmosphere and make it feel more like a real home than a "perfect showroom". Each item on display can actually be purchased and is not purely for decoration

4. **Displays in the 'female'** room feature a range of products from Royal Bathrooms' brand partners, including freestanding baths and a traditional-style radiator from Imperial Bathrooms

5. **The gentleman's** room has a masculine edge and is designed to encourage an 'out-of-the-box' approach to design by including more personal items highlighting the client's passions and lifestyles