



INSIDE REFLECTIONS



DECEMBER 2020

Season's Greetings from SIDLER!

What are the Bathroom Design Trends for 2021?

Let's take a look at the upcoming bathroom design trends for the new year from the experts.

Before we jump into looking at the exciting 2021 bathroom design trends, we first want to wish everyone a Season's Greetings and a Happy Holidays for 2020! We know this year has been met with so many trials and tribulations for each and everyone one of us due to the COVID-19 pandemic. But, we hope the Christmas season can at least bring some light and joy in the midst of all this, and with hopeful wishes for a brighter, calmer new year.

So without further ado, we will take you on a journey into what will be trending for bathroom design in 2021. And to help us start this journey, SIDLER has been honoured to have two award winning Interior Designers provide their expertise and insight into this.

We will look at the bathroom design trends across North America from both an American perspective, and also from a Canadian perspective.

So, let's get started!

American Insight: Top 5 Bathroom Design Trends in 2021

By Jhoiey Ramirez - Studio Jhoiey Inc.



BATHROOM AND SIDLER DIAMANDO LIT MİRRORED CABINET - THE PARK BANKERS HILL, SAN DIEGO, CA

MULTI- FUNCTIONAL:

Practical and multi-functionality in 2021 is a key design element to making a bathroom both enjoyable and efficient.

Find ways to make dual use of space by recessing mirrored medicine cabinets in

niches with features such as, mirrored cabinet doors and adjustable shelving. Optimize lighting in a bathroom by going full throttle with the mirrored cabinet functionally by using lit mirrored cabinets.

Also, there is a trend towards adding a wet room where shower, tub and steam is all centrally located. These are just a few ways to maximize space and layer the functionality of it. It's not a new concept but there are certainly new ways to achieve this to showcase a better aesthetic than just merely function. More functionality comes with hiding the TV behind a mirror or another 2021 trend will see the bathroom function as a small meditation/yoga area doubling as an infrared sauna space.



RISING GLEN PROJECT - BY STUDIO JHOIEY INC.



RISING GLEN PROJECT - BY STUDIO JHOIEY INC.

TEXTURE AND DIMENSION:

Adding texture and dimensionality is another key element in bathroom design trends for 2021. There are a multitude of ways to achieve this such as, using a textured tile, adding steps and niches, and having different surfaces adds to visual interest creating an illusion of more space.



RISING GLEN PROJECT - BY STUDIO JHOIEY INC.



EVANVIEW PROJECT - BY STUDIO JHOIEY INC.

The other way to add texture and dimension is using imperfect colours. Even though, 2021 is seeing a trend toward more relaxing colours; rich and bold colours combinations are still a sought after design element. But, the best way to utilize these bold colours is by installing a colour variation of large sized tiles in a rich and bold colour. Offsetting different colour variations vs. incorporating tile colours that are perfectly matched flattens the design aesthetic. So, the use of multiple shades in the tile application of the same colour creates a richer and more approachable design.

AN OASIS WITH COLOUR AND PATTERNS:

Try to envision everyone using their bathroom space as more of an oasis, as a means of escape in order to destress on regular basis from their daily life stressors. This will be one theme trending in 2021.



READCREST PROJECT - BY STUDIO JHOIEY INC.



PASADENA SHOWHOUSE PROJECT - BY STUDIO JHOIEY INC.

People often seek out a “spa like” feel in finished materials; but they rarely wanted the actual spa features. In 2021, there will be a shift towards pampering

and indulging in creating this spa-like oasis. This is achieved by adding relaxing or earthy colours and soothing patterns, which help strengthen this vision of escapism in a small room.

This is a great article from [HGTV showcasing some wonderful 'spa design' inspired bathrooms.](#)

SCENT AND AROMATHERAPY:



AROMATHERAPY WITH SCENTED CANDLES

The richness of a fragrant aura in a bathroom will become an important design trend in 2021. And there are many ways of achieving this such as, adding various scented candles, adding aromatherapy machines or integrating scent boosters in your bathroom and whole house or a steam aroma option.



PASADENA SHOWHOUSE PROJECT - BY STUDIO JHOIEY INC.

That 4th dimension of our olfactory triggers emotions and generates a better oasis that helps us achieve a zen-like state. And therefore, this trend encompasses a need to expand design elements which always include a

pleasant experience in our olfactory senses especially, in a bathroom.

Here are some informative articles on the benefits of aromatherapy in bathroom design:

- 1) [verywellmind.com](https://www.verywellmind.com)
- 2) [healthiac.com](https://www.healthiac.com)
- 3) [womensselfcarelifestyle.com](https://www.womensselfcarelifestyle.com)

GREENERY AND NATURE:



READCREST PROJECT - BY STUDIO JHOIEY INC.

Creating a “greenspace” or adding green or natural elements in the bathroom will be another trend in 2021. Adding plants in the wetroom eliminates that musty odour caused by locked in moisture in a bathroom space. In addition, that same moisture and warmth created in the shower replicates a tropical atmosphere for the plants especially, when there are windows or a skylight to illuminate natural light into the wetroom.

Also, greenery and nature is an added special touch that creates a “place of healing” and soothing bathroom space.

This is an informative article from [comfydwelling.com](https://www.comfydwelling.com) on how decorating with greenery can add benefits to your bathroom design.



RISING GLEN PROJECT - BY STUDIO JHOIEY INC.

Canadian Insight: Top 5 Bathroom Design Trends in 2021

By Jamie Banfield - Jamie Banfield Design



SHERWOOD LANE PROJECT - BY JAMIE BANFIELD DESIGN

CLEAN:

- Faux material – look natural.
- Large format – less grout and seams.
- Light colours – see dirt.

We have seen a growing trend of a “clean thought” aesthetic design and construction over the last few years with 2020 shifting this trend into overdrive. This will continue to turn on an even louder volume in 2021.

Faux materials such as quartz and percaline materials that are non-porous, easy to clean and manmade are taking over from porous natural products. And with innovative technology we are not compromising on the look, feel and touch of these materials as they are installed in a seamless, large footprint removing any grout lines and seams in order to keep it as clean as possible.



*SHERWOOD LANE PROJECT - BY JAMIE
BANFIELD DESIGN*

Lightness in bathroom, kitchen and laundry spaces will be a growing trend where the “white” and “bright” relates to the concept of sterile and clean. Designers will still keep these spaces warm and cozy in conjunction with installing critical surface area materials to hide the ‘dirt’ we want to be rid of while, showcasing this ‘clean’ concept.

HOTEL CHIC:

- Master suite – bedroom / walk-in closet / master bathroom.
- Luxurious finishes, natural materials, having fun.
- Large and spacious (tub and shower).
- Craftsmanship – quality built showcasing the work and details.



SHERWOOD LANE PROJECT - BY JAMIE BANFIELD DESIGN

Pampering ourselves has been another growing trend over the last few years with the boomers experiencing and investing more into travelling. Social media such as Instagram has been a platform and catalyst for this inspiration.

We see a trend of creating a “bedroom suite” where the master bedroom and bathroom mimic a stunning beach side hotel room. For many years the master bedroom and bathroom have been last on a renovator list as they have been more focused around the entertaining and common areas. So, in 2021 there will be a shift in focus.



WEST 20TH PROJECT - BY JAMIE BANFIELD DESIGN

This “pamper ourselves” trend of treating ourselves will create a master retreat that starts at the master bedroom door with the mixing of luxurious finish and exotic touches that reminds one of their travels from around the world. This is reflected in materials such as woods, faux stones, metals and fun, decorative lighting and hardware.

Adding additional square footage to the master bathroom is both a growing trend in renovation and new construction where we will see the need for double sinks and free standing bathtubs. This creates a bathroom space with visual appeal and enjoyment of a spa treatment embellished with special touches that embrace their travel experiences. Also, there will be design touches such as combining a seamless large shower with a built-in bench, rain heads and at timed body jets that they fancied in their favourite hotel suite.

This is a great [HGTV article on how to create the ‘hotel’ style bathroom in design.](#)

FUNCTION:

- Storage – Mirrored medicine cabinets, drawers, shower cubbies.

Practicality and function are going to be key with many homeowners spending so much time at home. So, any non-functional space and items are becoming more noticeable.



*BATHROOM AND SIDLER DIAMANDO LIT MIRRORED CABINET -
THE GRAYSON, VANCOUVER, BC*

We are seeing a trend for this in added functionality to the master bathroom such as, vanity cabinets with maximum drawer capacity. Or his and hers

mirrored cabinets recessed as built-in hidden storage with features such as integrated light, built-in outlets and USB port for a perfect solution to store a multitude of items such as a toothbrush, beauty supplies, tweezers and a magnifying mirror, cosmetics and so much more.



*221A STREET PROJECT - BY JAMIE
BANFIELD DESIGN*

Functional storage also includes, cubbies and shelving in showers blended and carved into the wall tile, and overall storage for those large amazon toilet paper orders. We are seeing homeowners place more thought in to these areas and decisions, and truly understanding the benefits to a well-functioning and practical space.

QUALITY CRAFTSMANSHIP:

Quality in craftsmanship and knowing how a product is made has been on the rise. And in 2021 we will see an emergence of unique pieces either inspired through travelling or embracing a 'close to home' aesthetic of resourcing pieces from our local surroundings. There is a drive towards knowing who made these items and how they are made as a focal point on manufacturing quality.



SHERWOOD LANE PROJECT - BY JAMIE BANFIELD DESIGN



WEST 20TH PROJECT - BY JAMIE BANFIELD DESIGN

Design trends for 2021 will not always be about throwing a big brand name onto the front of each product. But, we will see the manufacturing quality in craftsmanship become a key component whereby details such as cabinetry dovetail joints, or functional simple shelving brackets and mirror quality in mirrored cabinets are making all the difference in seeing products of high quality. And only certain brand names embody this trend of quality craftsmanship.

TECHNOLOGY:

- Convenience and self-care - lighting, digital settings (heating, showers), steam technology, Chroma therapy, aromatherapy.

Technology is taking over and so many of us are deciding to switch off, take a break, and the bathroom is just getting started on the path of technological innovation. With this embracing of technology combined with the need for a clean aesthetic, pampering ourselves and wanting function; we are seeing many brands and manufactures taking note of our needs.



SIDLER SIDELIGHT MİRRORED CABINET

Lighting is becoming one of the popular searched items following behind storage. And we are seeing a growing trend of layering lighting such as, under cabinetry lighting and lighting built-in the toilet seats. So, when you close the lid UV light helps kill germs. The lighting is built in and around the toilet seat not only creating illumination, but also serving a functional purpose of sterilization.

There are also mirrored medicine cabinets with integrated LED lighting providing a clear reflective quality and illuminates the face. Lit mirrored cabinets also illuminate a bathroom and can act as one key light source. And when you have the added benefit of mirrored cabinets with mirrored doors and interior mirrored back walls; this further enhances the light effect, creating more layers of lighting in your bathroom.



MARVEL STREET PROJECT - BY JAMIE BANFIELD DESIGN

There will be a trend where UV lighting technology creates target cleaning zones such as, cleaning everyday tub lime that can be controlled from your phone. This is technology with a twist of not only providing practicality, but also convenience. There will also be touches of chroma-therapy for health and wellness with built-in pot lighting above your shower where with a flick of your finger, you can switch the light to red. Red lighting infuses energizing power to assist with battling anxiety, creating more calm and provides overall relaxation from life's everyday stressors.

In utilizing added technology and the drive to treat and pamper ourselves, and taking health and wellness to the top of our priorities; we will also see growing trends for steam built into our showers. With digital settings conveniently located at our fingertips; the ability to turn on a technology that promotes and provides the benefits of better respiratory, joint and overall health while alleviating health issues will create a surging trend of home owners adding this to their shower system 'wish-list' versus investing in the fancy body jets they see depicted in the movies.

This is a great [HGTV article listing types of technology to integrate into bathroom design](#).

CONCLUSION



*SIDLER LED COLLECTION MIRRORED
CABINET*

Bathrooms are a large part of everyone's daily routine and the trending focus within bathroom design crafts elements of functional convenience and integrated innovation to positively impact our everyday lives. There will be a transition into this aesthetic and thought process shifting into this type of bathroom space in 2021.

We are looking forward to seeing how these trends will all unfold in the new year!

THANK YOU TO OUR NEWSLETTER CONTRIBUTORS!

SIDLER wants to thank the Interior Designers who graciously offered their time, expertise and insights into the bathroom design trends for 2021.

We are honoured you offered us your time and contribution!



JHOIEY RAMIREZ, STUDIO JHOIEY INC.

Jhoiey Ramirez, Studio Jhoiey Inc. - West Hollywood, CA

Jhoiey Ramirez is a designer and visual artist specializing in interiors and architecture.

She established Studio Jhoiey, Inc in 2011 with a mission to design distinctive environments inspired by lifestyle; current or aspired. Jhoiey has been working in the industry of design and architecture for over 20 years prior to launching the studio.

In October 2020, Jhoiey was interviewed about her design studio and projects in an online media show, "[A Cup of Coffee](#)" with Harry Bugarin.

And most recently, Jhoiey's studio was awarded for the best LA Cantina of 2020 for her design project, "Mamas House".



Jamie Banfield, Jamie Banfield Design - Vancouver, BC

A full service, award-winning design team; Jamie Banfield Design specializes in residential renovations and custom home design.

They have the ability to transform and create well-edited spaces that exude both function and beauty all over Canada. One of many notable awards was their 2019 NKBA BC award for, "Best Medium Kitchen".

Principal Designer, Jamie Banfield is also a local 'interior design' celebrity, often appearing in Canadian TV media outlets providing his design insights, tips and design trend projections.

- 1) [January 2020 - Global TV News](#)
- 2) [October 2019 - Global TV News](#)
- 3) [October 2015 - That Talk Show](#)
- 4) [July 2015 - That Talk Show](#)

A MESSAGE FROM THE PRESIDENT

REFLECTING ON YEAR 2020!



*MICHAEL MERKLI, PRESIDENT AT
SIDLER INTERNATIONAL LTD.*

This year will go down in the history-books. Social distancing, contact tracing and quarantine are words that we have been using every day since the beginning of the pandemic. It has also shown how flexible humanity is and how we can adapt to new situations. The world has presented us with new challenges. We have adapted together and will survive together.

We were not able to shake hands, look in each others eyes and often isolated and worked from home. Nevertheless, we were able to expand our team with a new Marketing and Communication Manager. Sally Mark is a valuable addition to our team. She successfully positions our products on the market. Thanks to her, we now educate our customers with new sales tools through various online communication channels and continue to increase our presence on social media, and within the home building and design industry.

For many people, their own home also became their workplace. Space, functionality and well-being in one's own home became all the more important this year. With our new QUADRO collection, we can cover many of these needs in the bathroom. The size and floating LED lighting design gives the bathroom a luxurious look. There is a lot of storage for any bathroom items behind the double sided mirror doors. GFCI receptacles, USB ports and night light function ensure a high functionality.

We brightened the presence of our MODELLO collection. The new vertical LED light is available in different temperatures. You can complete existing installations or realize new visions with a lot of brightness. Our online custom cabinet creator is a helpful tool to visualize your idea.

SIDLER is proud to produce custom made products according to client specifications. This year, we were able to produce mirror cabinets for the

Tribune Tower in Chicago. In New York, at 200 Amsterdam Avenue, custom size SIDLER cabinets have become a reality. Finally in Vancouver, we continue to provide MODELLO cabinets for the Fraser Common project.

This year has shown us that, despite social distance, we are even closer than ever. I would like to thank all our partners for their joint support, flexibility and adaptability. This creativity awakens new ideas and allows us to look forward to every challenge in the future.

I would also like to thank all my staff for all their hard work. It is a pleasure working with this committed, dynamic team.

Sincerely,
Michael Merkli
President of SIDLER International Ltd.

What else is happening in the SIDLER world?



SIDLER MIRRORED CABINETS AROUND THE WORLD

HOLIDAY SEASON HOURS OF OPERATION FOR 2020!



SIDLER'S 2020 HOLIDAY SEASON OFFICE SCHEDULE

The SIDLER International Ltd. North America office will be closed over the holiday season from December 24, 2020 until January 3, 2021.

The last day to submit your product orders is December 20, 2020. Any orders placed after this date will not ship out until the new year on January 7, 2021.

A NEW AND IMPROVED MODELLO CONFIGURATOR IS HERE!



CREATE A CUSTOM MODELLO WITH THE SIDLER CONFIGURATOR

SIDLER's 'create your own' custom **Modello Cabinet Configurator** on our website features a new add-on option where the LED light strip can now be added when you design your own cabinet.

SIDLER®'s Modello features an enhanced anodized aluminum body including a mirrored back. The Modello is the standard cabinet where it can be customized

your own way.

The foundation of this cabinet includes Blum® soft-close hinges, SilverLasting™ double-sided mirror door, distortion-free mirrors and adjustable glass shelves. Adjust the height, width, depth, door configuration and add an electrical outlet to your Modello cabinet.

Lighting specification for the new LED light strip add-on is:

1. Height
31"
4000K
Lumen
2171
2. Height
40"
4000K
Lumen
2735

*Also available in 3000K

This is an exciting addition to the popular SIDLER Modello collection, offering our customers even more customizable options.

**CHECK THIS OUT ON OUR WEBSITE AND CREATE YOUR OWN LIT
MODELLO MİRRORED CABINET!**

**DECEMBER UPDATE ON THE PHILADELPHIA
BATHROOM DESIGN PROJECT! #project
#collaboration #phillybathroomproject**

**SIDLER IS A COMPANY WHO CARES ABOUT PEOPLE AND THE
COMMUNITY! #care #support #love #community**



THE PHILADELPHIA BATHROOM DESIGN
PROJECT! FOLLOW THIS STORY ON OUR
SOCIAL MEDIA!

In collaboration with other industry leading manufacturers, SIDLER has joined this bathroom remodel project for John Weinstein's bathroom.

#sidlerinternational #donation #community #bathroomdesign #mirrors
#medicinecabinet #cabinet #ledlighting #bathroomideas #bathroominspiration
#luxurydesign

Check out the progress on SIDLER's [Instagram](#) or [Facebook](#) page! #instagram
#facebook



*SIDLER QUADRO MIRRORED CABINET
INSTALLED IN JOHN WEINSTEIN'S
BATHROOM*

The **SIDLER Quadro** has finally been installed in John Weinstein's bathroom.
The double door Quadro overhangs duo float mounted sinks.

**THANK YOU TO ALL OF OUR FELLOW COLLABORATORS ON
THIS DESIGN PROJECT'! #phillybathroomproject**

Warm Up Inc.
Laufen Bathrooms
Easy Drain Inc.
Viega LLC
Beletz Bros
Walker Zanger

Emtek Products
Samuel Gordon Architects
Interior Designer **Studio Jhoiey Inc.**

SIDLER International is proud to be a part of this bathroom remodel project with **Franz Viegner**. <http://www.franzviegner.us/en/>

Thank you **John Weinstein** of Franz Viegner for bringing us all together in this bathroom remodel design collaboration!

Please follow us on this exciting journey of "The Philadelphia Bathroom Project" on SIDLER'S SOCIAL MEDIA pages! #phillybathroomproject #sidlerinternational

STAY TUNED FOR THE FINAL UPDATE OF THIS EXCITING DESIGN PROJECT! #staytuned #bigreveal

SIDLER'S COMEDY CABINET

This is a feature of our newsletter where we will share a joke or pun or an image gif with you! We invite everyone to share your jokes/puns and images with us!



PLEASE TALK BEHIND OUR BACKS AND GOSSIP

ABOUT SIDLER!



FOLLOW SIDLER AND TALK ABOUT US!

Just a friendly reminder to follow us, comment, share your experience on any of our social media feeds. Please share with your business partners, clients, colleagues and friends!

Click on any of the icons below!

VISIT OUR WEBSITE OR SUBSCRIBE TO OUR NEWSLETTER!

Written by, Sally Mark
Marketing and Communications Manager
SIDLER International Ltd.



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