

Splash with a flash of floral

Update your bathroom this year with a flash of floral and a pinch of pastel. Lucy Budge heads to the Willbond Bathroom showroom for the launch of the new Laura Ashley collection

KNOWN for its use of feminine colours, floral prints and soft textures, the Laura Ashley bathroom collection offers traditional standards with a touch of the contemporary.

Launched only last month, the collection is exclusive in the Nottingham area to Willbond Bathroom, in Ilkeston Road.

This is the first bathroom range for Laura Ashley. It now offers a variety of fixtures and furniture in a range of colours and materials including green, white and oak.

The new collection includes taps, work surfaces and cupboards that are hand-painted in soft grey or off-white for a modern and clean finish.

The centre director of Willbond Bathroom, Lisa Jepson, says the range is already proving to be popular.

“The brand are going to see how successful the collection is and then they’ll start bringing in more products and ranges,” she adds.

“What’s so great about the new collection is that all the products are branded. People like to see the

label Laura Ashley on their taps and cupboard doors. It’s quite a well known name in interiors.”

Nine new collections have been launched to offer a different style to suit every home.

The new Marlborough range is a traditional look available in a solid oak or cobblestone finish.

Prices start at around £299 for a wall mirrored cabinet, £1,000 for a freestanding basin unit and £300 for a marble worktop.

For a cotton white colour, the Langham collection features subtle beading and traditional cupboard doors.

And for a truly modern and minimalist look, there is the Bayswater collection offering wall-mounted basins and concealed piping.

“Laura Ashley offer matching wallpaper and paints for the bathroom so that customers can match their cupboards and walls to the exact shade, giving it the perfect detail and finish,” she says.

“Even though they haven’t yet designed bath



Willbond Bathroom centre director Lisa Jepson.



The new Laura Ashley collection is already proving to be a big hit with customers at Willbond Bathroom showroom in Ilkeston Road.

fittings, we can offer advice on the best products that will suit the new collection. To top it off, matching accessories including towels and wall decorations will be available from their larger stores.”

The bathroom collection continues the brand’s classic feminine feel, with floral wallpapers, heart decorations and pastel paint colours, including the popular muted green, pastel pink and duck-egg blue.

“We’re one in around 60 retailers to sell the Laura Ashley bathroom collection and we are absolutely delighted to have been chosen to be the exclusive distributor for Nottingham,” says Lisa.

“The collection is beautifully designed and crafted and I am sure that it will prove to be a popular addition for our customers.”

