

Beyond *the* catalogue

Moving away from grid-like displays and sterile lighting, Aquant turns traditional bathware retail into a layered, spatial experience



When you step into a retail store, you might go in with a straightforward agenda to browse, compare, and perhaps make a purchase. But often, your senses adjust before your mind catches up. Lights fall a little differently. Textures draw you in. Products once seen as purely functional begin to hold presence and meaning. In retail design, this shift has altered the showroom experience from a simple display space into a more layered, immersive environment that invites exploration. It's in this spirit that Aquant's quartet of bathware centres across Mumbai, Ahmedabad and Pune, created in collaboration with design studios, rethink the showroom as a tactile, living narrative.

SORBIT FRESHNESS

In Mumbai's Mahalaxmi, MuseLAB has designed a space, named Sorbet, that unfolds through a series of circular enclosures, guiding you from one display to the next. A palette of mint, lime, berry and deep green rests over candy-hued terrazzo floors and piccolo mosaics, giving the space a fresh, visual rhythm. Faucets, basins, and spa are framed under cloche-style pedestals and sweeping display units that are spotlighted like still-life studies. HVAC ducts in a bold Marsala hue cut across the ceiling, while glass brick trellises embedded with planters pull a touch of greenery into the architectural narrative, creating a space that feels more like a sensorial encounter.

GRIT AND POISE

Further north, within the industrious lanes of Andheri, Aquant's showroom by Studio DWD takes a more



restrained tone. A monochrome concrete shell holds the space together, letting sculptural sanitaryware take the spotlight. Basins, WCs and fittings gleam subtly in their metallic finishes, catching the light just enough to make you stop and notice. The journey through the space is intuitively guided as chrome fittings give way to coloured basins, leading the eye toward pristine sanitaryware. The industrial grit of the setting softens into architectural elegance, aligning with Aquant's belief that design is measured by how it's lived, not just observed.

ELEMENTAL SERENITY

In Ahmedabad, Aquant's 2,500 square-foot retail store trades spectacle for something more grounded. Designed by Studio DWD, the walls are wrapped in handwoven coir that softens the acoustics and lends warmth, while raw concrete flooring anchors the palette in earthy tactility. Display zones are arranged like gallery vignettes, spaced with intention and material character. At the centre, a live demonstration area lets water take an active role, you see it move, hear its rhythm and feel it in your palm. It's this physicality that brings the place to life, encouraging slower movement and a sensory connection.

SUSTAINABLY RECLAIMED

Studio DWD creates perhaps one of Aquant's most understated yet defining architectural statements in Pune. Rooted in structural honesty, the design brings reclaimed MDF, stripped ply, and exposed TMT bars into focus; materials typically left behind on construction sites, now elevated into design protagonists. The layout unfolds like a slow gallery walk, with bathware spaced generously and lit to encourage engagement over hurried browsing. A marble-look consultation table offers a pause for dialogue before the final display features faucets releasing molten finishes into white plinths, creating a moment between industrial rawness and sculptural theatre.

From the bold curves of Sorbet in Mumbai to Pune's raw material honesty, Aquant turns the act of selecting bathware into a journey of discovery, inviting you to engage, linger and leave with a vision of the bathroom as both sanctuary and a statement.



AQUANT
CONTEMPORARY BATHROOMS