



Softer lines are becoming the trend in bathroom faucets.

New trends in bathroom faucets

We know what you want. In a faucet, that is. A recent consumer research study conducted by Yankelovich Partners, Inc., an independent marketing company, shows that new trends in faucets reflect the lifestyle of today's savvy consumer.

First of all, there's style. What do you really want when it comes to faucet style?

Softer lines are returning - we're getting back to the basics in all aspects of our lives. Casual wear is replacing the stiff, formal business suit in the office, and loose, comfortable fabrics are used in everything from clothes to home furnishings. Formal living rooms are gradually becoming a thing of the past, replaced instead with one "great room."

For an eye-pleasing, open feel. Automobiles are losing their hard edges and are becoming more and more "round" in form. And all of these changes tell us one thing: from fashion to cars to home furnishings, "soft" is the newest trend. Faucet trends are not only moving toward easy maintenance, but easy installation.

Choosing and installing a faucet yourself can be a tough experience. Research shows that consumers have four main concerns when buying a faucet:

faucet fit, warranty, durability and installation. When purchasing a faucet, be sure to check that it comes with complete instructions for easy installation, to make your job stress and worry free. A faucet is an extremely important part of your kitchen and bath decor, and can make a significant difference in your overall look. "The faucet is the jewelry of the home," says Walker. "The new faucet trends will be with us for a long, long time." Walker continues.

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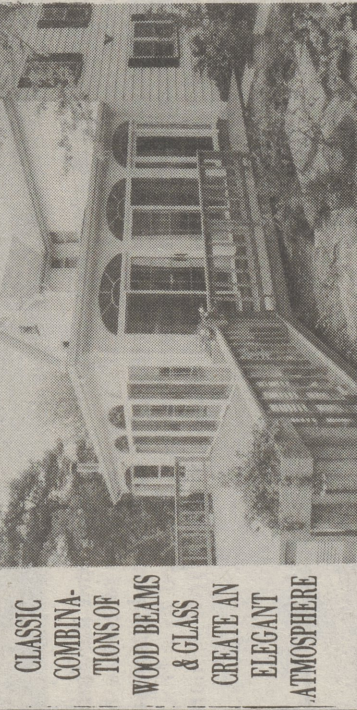
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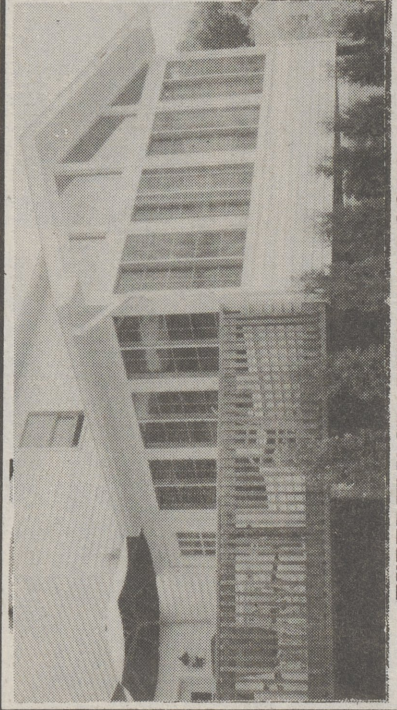
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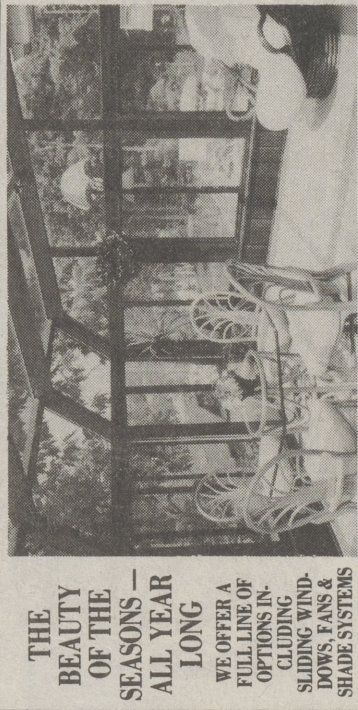
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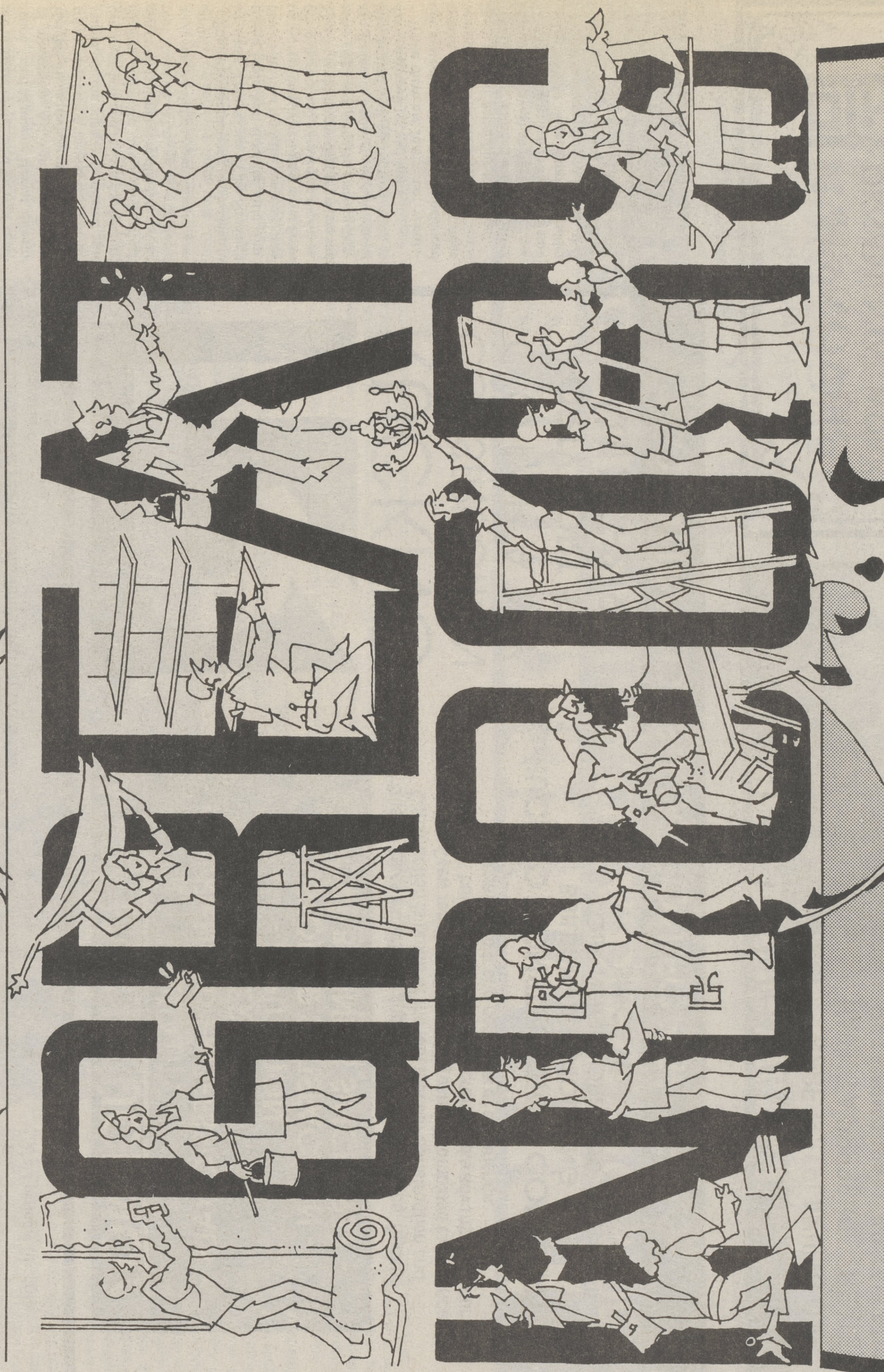
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