

Jaquar World Dubai  
PR Note 25 Sept 2017

## **Global bath brand Jaquar inaugurates its Complete Bathroom Destination Store on Sheikh Zayed Road**

*Dubai, 30 September, 2017*

One of the world's leading bathroom solutions companies has inaugurated a flagship store in Dubai. Called Jaquar World, the spacious 4,380 sqft store is located in the Umm Al Shief area's Eiffel 1 complex, facing Sheikh Zayed Road.

The stylish store, designed by London's Danelon Meroni design studio, offers a great new shopping experience for anyone considering a new bathroom or updating one. In fact, since it showcases products from Jaquar and Artize - two of the company's most admired global brands - the store is a perfect place to conjure up your dream bathroom. It offers an immersive environment that welcomes, informs and guides visitors through different aspects of a bathroom – be it aesthetic or functional, basic or evolved.

Inspired by passion and Jaquar's vision, the Danelon Meroni design studio has used human-centred design to create the perfect environment that delivers a pleasant and memorable browsing and shopping experience with a well-chosen blend of products and solutions on display.

*At the store's inauguration, Mr. Rajesh Mehra, Promoter and Director, Jaquar Group said, "Jaquar World is designed to anticipate and exceed the expectations of our discerning customers to provide complete bathroom solutions for their dream bath space with the highest quality of products and services. So, I invite Dubai, the world's building design capital, to come and discover this unique destination. We assure you that you will be delighted with the ambience and concept of Jaquar World, which, most importantly, allows the concepts and products to speak for themselves."*

The store offers an extensive choice of bathroom products such as bath fittings, wellness solutions, sanitary ware, showering concepts, flushing systems, shower enclosures, hot water solutions and accessories, as well as all the latest bath innovations. The store's well trained, specialist consultants steer you through the entire process. But that's not all. The suite of services that Jaquar World provides its customers extends to:

- Complete Bathroom Solutions
- Expert Advice
- Design Consultation
- Unmatched Customer Service
- Global Bath Brands
- Wide Range of Products and Concepts

As **Mr. Sandeep Shukla, Head, Marcom – Jaquar Global Operations,** explained, “Comprehensive customer service under one roof is what makes the Jaquar World offering unmatched and unique in its segment”.

### **What’s not to be missed**

Apart from offering Complete Bathroom Solutions, Jaquar World also offers a look at the cutting edge of design in its field, with some of the products on display being winners of prestigious international awards like iF, Good Design, Plus X, and Elle Deco.

The Tiaara range, designed by Michael Foley is, like its tagline puts it, jewellery for the bathroom. It is a faucet that brings a unique sculptural quality to the function of a faucet, elevating a routine function like opening a faucet into a unique experience.

Another must-see is the Tailwater faucet that’s inspired by nature and the elegant, fluid lines in contemporary architecture. Designed by Claudia Danelon of London’s Danelon Meroni, Tailwater unites the faucet’s lever and spout are in a single, friendly form, unmistakably reminiscent of a bird perched at the edge of a pool.

For the minimalists, nothing will surpass the Linea, designed by Parichay Mehra, which eliminates every inessential layer between the user and the experience of the product. A strikingly simple, clean, bar-shaped spout, the Linea’s stand-out design feature is its multi-purpose pivoting motion, which also acts as its on-off mechanism and controls the temperature of water along the arc of its movement.

Expect to be wowed.

### **About Jaquar Group**

Conceived back in 1960, the Jaquar Group has been built on the platform of the highest quality standards and aesthetics, and with the intent of providing world-class products. Today the Jaquar Group caters to premium and luxury bathroom segments with Jaquar and Artize brands, respectively, for residential and commercial sectors across the globe as a one-stop-destination for all bathroom products.

The Jaquar Group’s vision is to be a global leader in Complete Bathroom Solutions for inspired living. Its mission is to continuously strive to create value and exceed customer expectations in quality, delivery and cost effectiveness through continuous product innovation and cutting edge technologies. The company believes in building strong relationships, having a passion for technology, the highest quality standards, and providing excellent customer service.

Key Highlights:

- World-class brands, products and ranges for residential and commercial use
- One of the fastest growing bathroom solutions companies in the world
- Presence in over 40 countries in Europe, Middle East, Asia-Pacific and Africa
- 5 state-of-the-art manufacturing facilities spread over 270,000 sqm, equipped with the most modern machines and processes
- Delivers over 1.7 million bathrooms every year
- Produces over 24 million bath fittings annually
- Committed workforce of over 8,014 across the globe

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**Store Details**

Address: 7, Eiffel 1, Umm Al Shief, Sheikh Zayed Road, Dubai, UAE.

Website: [www.jaquarworld.com](http://www.jaquarworld.com)

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