

HOME FURNISHINGS

## Brizo cements design strategy with sculptural creation

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*Brizo's Vettis Concrete faucet. Image courtesy of Brizo*

By SARAH JONES

Kitchen and bath fittings maker Brizo is looking to nature for inspiration in a limited-edition launch that takes a concrete approach to design.

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Brizo teamed with Canadian sculptor Christopher Shannon to create its Vettis Concrete faucets, aiming to turn what is primarily a functional fixture into a statement piece. Increasingly, consumers are seeking out the unique for their homes, and this extends to even the smallest elements of decor.

"We wanted to create a faucet that was not only forward-thinking in design, but also pioneering in its use of a new material," said Lucia Bayt, brand manager at **Brizo**, Indianapolis, IN. "The Brizo consumer has high standards and expectations, so it is important to provide them not only with a faucet that is functional, but also with a unique experience."

### Concrete craft

Brizo's concrete faucets were handcrafted in a limited run of 500 at Mr. Shannon's studio in British Columbia. In an editorial feature on Brizo's Web site, the artist describes the process behind the faucet creation.

The concrete was infused with charcoal to give it a dark hue. Natural fibers were also added to the mix to help fortify the faucet.



*Brizo's Vettis Concrete faucet. Image courtesy of Brizo*

This high-performance concrete was then hand-poured into molds. After this, the faucets cured for 30 days, during which they gained a patina.

The use of concrete for a faucet was tested throughout four years, making the project both an aesthetic and technical feat.

In a short film, Brizo showcases "The Beauty of Concrete," showing the material flowing, swirling and layering itself in artistic patterns.

#### *The Beauty of Concrete*

"The Vettis Concrete faucet is an evolution of the Vettis Bath Collection by Brizo, which was inspired by the sensory experience of a waterfall," Ms. Bayt said.

"Its architectural angles echo the majestic strength of a mountain culminating in a single cascade," she said. "Now in concrete, the natural elements of water, stone and charcoal combine to fully realize this vision."

Brizo's \$2,500 faucet is being sold exclusively by reservation, with shipments starting as early as December.

The brand held a launch event for the Vettis Concrete faucet during New York Fashion Week. Brizo plans to host more events around the country to support the release.

#### Turning on to design

Over the years, Brizo has focused heavily on turning what could be an overlooked element of kitchen and bath design into a statement.

For instance, Brizo introduced a new concept and campaign for several of its premier collections that was inspired by fashion.

The By Brizo advertisement campaign used high-fashion as a foundation for three of its premier faucets. The brand produced a behind-the-scenes video and several social media posts about the campaign to create awareness of the brand among potential and previous consumers ([see story](#)).

Brizo also works with creative partners including designer Jason Wu to lend a fashion aesthetic to its pieces.

This latest launch caters to the growing desire among luxury buyers for a less-is-more style and functionality.

Consumers in the United States are shifting their ideas of luxury, expecting more than just quality aesthetics as they now look for both beauty and usefulness.

According to a survey from Volvo and The Harris Poll, 68 percent of Americans agree that "less is more" in regards to luxury. Eighty-eight percent say that luxury today is about function as well as appearance ([see story](#)).

"Brizo believes that fashion isn't just about clothes it's a lifestyle," Ms. Bayt said. "As fashion never stands still, neither does Brizo."

"From working with designer Jason Wu to marry high-fashion and faucet design like never before, to reinventing the culinary experience with the Articulating Kitchen Faucet, Brizo is known for pushing the boundaries of what's

possible in the kitchen and bath," she said.

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