



Robert Lee Distribution introduces The new Ideal Standard CONCEPT Range

A new age of 'Design Democracy' is dawning in the bathroom, with the introduction of an exciting, menu-style collection from Ideal Standard International, a leading provider of innovative, design-driven bathroom solutions.

Robert Lee are pleased to offer the new Ideal Standard 'CONCEPT' which is a collection of bathroom solutions including innovative storage and stylish accessories created by Robin Levien, Ideal Standard International's Non-Executive Design Director and award-winning Royal Designer for Industry. It comprises inter-changeable elements built around three distinctive soft-edged basin shapes - Sphere, Cube or Arc - that, when combined, offer consumers a seamless, high end look at a mid-market price tag.

Robin Levien explains; "The collection acknowledges the ideas, shapes and design more familiar at the upper end of the market, but makes them much more accessible. Ideal Standard CONCEPT offers a 'buffet' of infinitely flexible choices, but because they all feature the same gentle geometry, the result is a very desirable and timeless 'soft minimalism' that is completely holistic. It's a much more



Concept Something for everyone

sculptural and organic version of the clean, clinical minimalism that we've seen at the high end of bathroom design, so it's very easy to live with in terms of both aesthetics and practicality. Its design whispers, not shouts."

Whether you're planning a busy family space, an elegant shower room or a compact cloakroom, CONCEPT offers a complete solution and value without compromise.

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