

Best Luxury Bathroom Design Company – Sussex

Specialising in the design, supply, and installation of bespoke luxury style bathrooms, the concept behind Pier1 Bathrooms (Pier1) is to make luxury bathroom design easily accessible to all and to provide a first-class service, which takes the planning away from the customer – simplifying what can so often be a stressful process. Whether it's a grand luxury suite, a statement cloakroom or a stylish family bathroom, Pier1 Bathrooms' vision is to help its clients create a space that is truly unique. We find out more about the firm's customer-centric ethos from Stephanie Warner.

While Pier1 is fully set up for the supply of bathroom products only, its speciality, and USP, is its four-step bespoke bathroom design service which takes the customer right through from the point of gathering inspiration for their bathroom and understanding their tastes, personality and practical requirements, to measuring up and creating the design on the firm's 3D CAD software. This is then presented to, and tweaked with, the customer alongside samples of the carefully curated products. Trusted recommended installers are ready on hand to fit the bathroom if needed.

"We believe that, with clever design, all bathroom spaces, from the simplest family bathroom to the grandest of suites, can exude luxury and style with no cost to functionality and for a range of budgets," states Stephanie Warner, the firm's Managing Director "We want our customers to be able to get excited about their bathroom design instead of getting bogged down with the technical stuff."

Many of Pier1's competitors have broadened their horizons, offering kitchens as well as bathrooms. Stephanie elaborates on why this is not a strategy that the firm is going to follow, due to the marked differences in the process, budgets and timelines involved in designing these different types of interiors.

"While we understand the reasons for taking different approaches, we believe that focussing on bathrooms alone will enable us the opportunity to refine our service and expertise in a way that makes us industry leaders," she explains. "With a focus solely on bathrooms, our talented designers have the time to become fully immersed in current and emerging bathroom trends and to produce designs that really are innovative and state of the art."

This approach has gained a lot of media attention from design leaders for Pier1, including a recent



feature in Vogue magazine, as well as multiple special features in industry specific publications. This sole focus also allows for a large and stunning showroom, in comparison to many of its competitors, which enables Pier1 to really showcase its brand, the range of suppliers and products it works with, and to inspire its clients with the different displays and options for a range of price points.

With current inflation and surging house prices, many people are taking the time to invest in doing up their homes rather than moving. In this respect, Pier1 is lucky not to be adversely affected by the current economic climate. On top of this, following the Covid-19 pandemic with the increase in working from home, the south is also seeing an influx of people moving down from London to live by the sea which has meant that the company's client base has actually increased.

Taking the time to build the right team full of talent and experience has meant that Pier1 has refined its processes and procedures to ensure the team has ownership over the business and feels fully invested and enthused to make it a success.

"We are a close-knit vibrant group and take business and strategy decisions collectively to ensure the team get a real feel for the value of their work," says Stephanie. "We are also constantly looking at ways to build in flexibility and create a healthy work/life balance."

"We care for our motivated, talented and experienced team immensely, and fully acknowledge their part in building the business to date and in moving the business forward. Our goal is for our staff to be happy and to feel empowered and fulfilled in their work environment."

It is due to this perfectly tuned machine that is 'teamwork' which led to Pier1 being recognised in the Southern Enterprise Awards 2022 and crowned with the title of Best Luxury Bathroom Design Company in Sussex – a prestigious accolade indeed and another one for the trophy cabinet of this trailblazing company.

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