

## Press Information

### AXOR Starck Nature Shower

## An Icon in a New Living Space



Copyright: AXOR / Hansgrohe SE

The **AXOR Starck Nature Shower** brings the iconic design and luxurious showering experience of the indoor AXOR Starck shower column to the outdoors. Equipped with a hot water connection, PowderRain spray technology for the overhead shower, and an optional hand-held shower, the all-in-one shower column celebrates the luxury of open-air showering.

An increased longing to be close to nature is reflected in architecture, by bringing our living spaces to the outdoors. Also known as "nature-living" this means transferring familiar qualities and objects into a different environment which can contribute to rest and relaxation.

The new **AXOR Starck Nature Shower** brings the iconic design of the AXOR Starck shower column to the outdoors for a luxurious showering experience.

Anke Sohn, Head of Global Brand Marketing AXOR said: "The **AXOR Starck Nature Shower** turns the shower into a meditative ritual in harmony with nature. With its clear design language, luxurious and durable materiality, and improved technology, it offers every comfort of the **AXOR Starck** shower column known from the interior."

## The Perfect Balance of Indoors and Outdoors

The timeless, iconic design of the **AXOR Starck Nature Shower** supports the seamless transition between indoors and outdoors. With an extremely slim shower bar, it blends elegantly into a variety of settings including gardens, urban terraces, and even private yachts. This spatial reinterpretation underscores the brand's elemental connection to nature through water.

The simplicity of the design is underlined by the consistent use of basic shapes: The cylindrical handles are used to set the temperature, as well as the water volume and shower head selection. The circular overhead shower and the rod-shaped hand-held shower round off the aesthetics, which concentrate on the essentials.

The **AXOR Starck Nature Shower** also references nature in its integrated technology, including the PowderRain spray which flows, barely audible, from the overhead shower and envelopes the body with a gentle summer rain.

## The Collection

The **AXOR Starck Nature Shower** collection consists of a total of three design variants: two for outdoor use, of which one comes with a hand-held shower, and one product for indoor use. The indoor and outdoor variants with hand-held shower adapt even better to individual needs thanks to the choice of rain and mono spray settings. The re-design of the indoor shower column by Philippe Starck also offers new comfort by incorporating AXOR's signature fine PowderRain technology.

Individual freedom and flexibility are also offered with the installation of the **AXOR Starck Nature Shower**. The iconic shower column can be mounted on individually selected materials for the back wall, including glass, stone, metal, and wood. An effective drainage system, as well as the use of a mixing cartridge, allows the product components to withstand the elements. Thanks to the ease of assembly and disassembly, the shower column can easily be stored indoors at temperatures below freezing.

The **AXOR Starck Nature Shower** is available in a variety of weather-resistant finishes such as Matt Black, Brushed Bronze or other **AXOR FinishPlus** finishes. These not only impress with their durability, but also with their colour brilliance.

For a holistic bathroom design, the **AXOR Uno**, **AXOR One** and **AXOR Starck** tap collections match the minimalist design of the **AXOR Starck** shower columns for indoor and outdoor use.

**-ENDS-**

## **Notes to Editors**

AXOR conceives and manufactures iconic objects for luxurious bathrooms and kitchens. Developed in collaboration with world-renowned designers—Philippe Starck, Antonio Citterio, Jean-Marie Massaud and Barber Osgerby among them—AXOR products come in a variety of styles. All AXOR faucets, showers and accessories are produced to the highest standards of quality. With an expertise that extends far beyond the products themselves, AXOR inspires and enables architects, interior designers and the design-savvy public. Together with AXOR, they shape water-related spaces that reflect the unique personality of the user. Part of the Hansgrohe Group, AXOR is a forward-thinking brand dedicated to developing distinctive products, manufactured with excellence.

**Learn more about AXOR:**

[www.axor-design.com/uk](http://www.axor-design.com/uk)

**Social:**

[www.instagram.com/axordesign](http://www.instagram.com/axordesign)

[www.linkedin.com/showcase/axor-design](http://www.linkedin.com/showcase/axor-design)

[www.youtube.com/channel/axor](http://www.youtube.com/channel/axor)

#AXOR

#AXORdesign

---

Issued on behalf of Hansgrohe Group by McCann Central, Communications House, Highlands Road, Shirley, West Midlands, B90 4WE. For further information, please contact Laura Westcott, Louise Fisher, Tara Wilson, or Annie May Heno by emailing [hansgrohepr@mccann.com](mailto:hansgrohepr@mccann.com)

---