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THG, 60 YEARS YOUNG

POSTED IN PRODUCTS ON 28 JUNE, 2016

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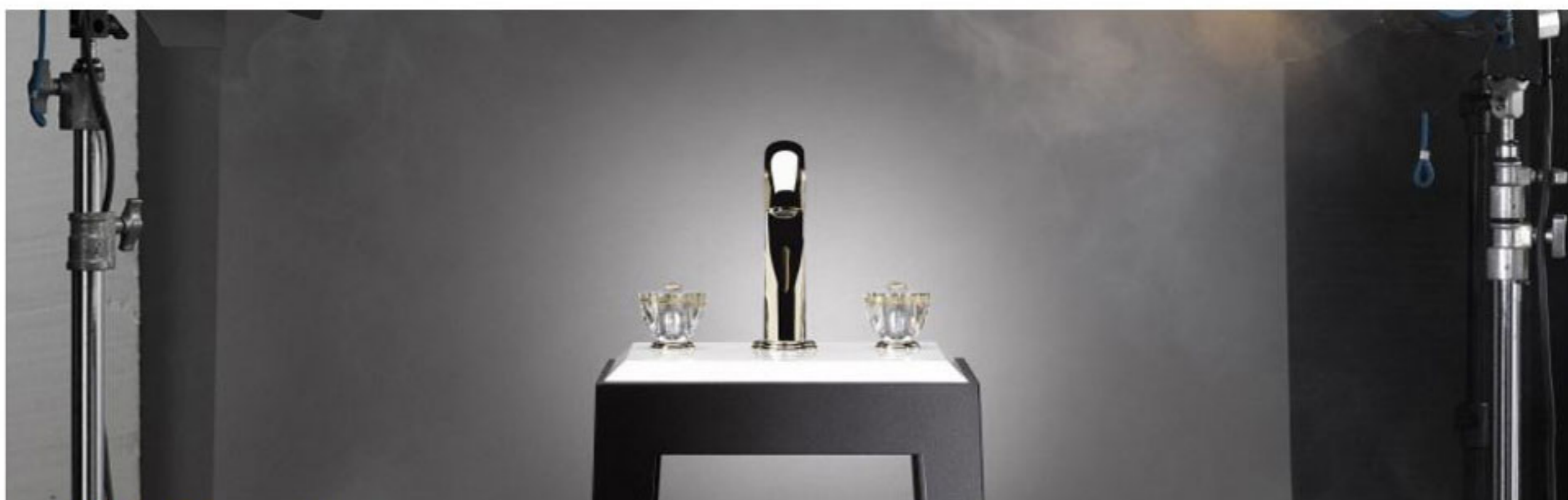
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The story of the now internationally acclaimed brand, THG started in the 1950s when three pioneers, Andre Tetard, Julien Haudiquez and Alexandre Grisoni created the initial business idea. Together they set up a cluster of spacious buildings and developed the brand from the basis of keeping all stages of manufacturing in house.

Through the early years, the company was part responsible for the reconstruction of post-war France. The bathroom pieces were generic, affordable and more importantly, well built. Soon the THG brand was recognizable throughout France and the time had come for decisions to be made on what direction the company should take. Maintaining control of its 10 stages of production may be a cost that many other manufacturers wanted to avoid, but it gave THG something its competition didn't have, an in-house team of experts!

Due to the company's matchless manufacturing plot, it was able to dedicate a whole section to manufacturing the tools to make innovative products. Therefore, design concepts that would have previously been turned away or cost too much money, were given a second glance. The marriage between the designer and the manufacturer became a vital link when considering the end product and projects. Soon, boundaries were broken and products evolved around the growing demands of its customers and the 'anything can be possible' attitude turned heads among designers and architects.

As demand for the quality fittings grew, along did the factory, which opened up a unique opportunity for designs to exceed prior innovations. At the right time, THG began to mold its brand into seeing the bigger picture – the possibility of manufacturing products through select collaborations with prestigious designers. THG is evidently proud to have since worked with names from the likes of Pierre-Yves Rochon (2005), Jamie Drake (2006), Chantal Thomass (2009), Alberto Pinto (2011), Oliver Gossard (2012) and Olivia Putman (2013). Collaborations are like invitations and it was very essential for this to work from both sides, quality over quantity. 'It is very important to think geographically when selecting designers for new collections,' says Michel Gosse, Director of THG. The company has also collaborated with French brands including Bernardaud, Lalique, Daum, Baccarat and Christofle. Each plan submitted is carefully assessed and analysed so that THG doesn't dilute its meaning in being leaders in luxury and bespoke bathroom fittings.

Following these unique collaborations, the demand for bespoke pieces was high, especially in rich regions like Dubai where luxury was taken up a notch in the 80s and 90s. The world's wealthiest were demanding bespoke, lavish and over-the-top bathrooms. Michel and Laurence were 25 and 23 when they came to another pivotal moment in THG's history, taking ownership of the company.

The Burj Al Arab, arguably up there with the company's most celebrated projects, was a landmark catalyst when continuing to amplify THG's and Bathrooms International's fine reputation in the design community. The order to supply the 240 guestroom bathrooms was placed in 1998 and by the start of 2000, the extravagant pieces were assembled and fitted.

As well as these traditional taps, the company also prides itself on designing cutting-edge designs that don't sit within conventional lines. One of which was the Metamorphose collection designed by Olivia Putman, which uses carbon fibre, typically found in racing vessels such as boats, cars and airplanes, within the sleek taps.

The latest collection to rise from the brand's 10 manufacturing processes is Numero 60, celebrating THG's iconic collaboration with Baccarat – taking fine jewelry aesthetics into the bathroom.

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