



From a cold bath to a wellness oasis: Sanycces launches its new bathroom collection designed by Jorge Herrera Studio

The "Oasis" collection by Sanycces has been recognized with the international IF Design Award 2024 and Red Dot Award 2024 in the Product Design category.

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Press release Oasis

Traditionally, the bathroom has been seen as a cold and functional space, but Sanycces, in collaboration with Jorge Herrera Studio, has successfully transformed this perception with its new "Oasis" collection. This collection redefines the concept of the bathroom, turning it into a wellness environment where every element invites relaxation, living, and the enjoyment of a complete sensory experience.

The "Oasis" collection includes bathtubs, sinks, headrests, side tables, poufs, and towel racks, creating a holistic relaxation space. Thanks to its innovative design, the collection has been awarded the prestigious international IF Design Award 2024 and Red Dot Award 2024 in the Product Design category, reaffirming Sanycces' commitment to creating high-quality, cutting-edge design products.



A Design That Connects with the Home

The "Oasis" approach focuses on bringing the warmth and essence of the home into the bathroom by using natural and durable materials. Jorge Herrera, founder of Jorge Herrera Studio, designed this collection using materials such as walnut, oak slats, natural fibers, and customizable textiles. These elements create a cozy and timeless atmosphere in the bathroom space, allowing users to enjoy an intimate and comforting experience.

"We wanted to integrate the essence of the home, using textures and natural materials that make us feel good in our space," says Jorge Herrera. The materials used stand out for their ability to age well and naturally bring a sense of well-being.

Herrera explained his vision for this collection: "If other rooms in the home are enriched with textures and materials, why not bring that same warmth to the bathroom?" With this approach, "Oasis" elevates the bathroom beyond its traditional function, transforming it into a space of wellness and relaxation.

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A Long-Standing Collaboration

The collaboration between Sanycces and Jorge Herrera Studio is not new. Previously, they worked together on the creation of the "Duna" collection, a series of bathroom furniture and accessories inspired by the soft and fluid geometry of dunes, focusing on comfort and a connection with nature. They also created the Calma and Tempo bathtubs, both of which were also awarded a Red Dot Award.



A Holistic Design Approach

Sanycces is committed to a holistic approach in the design of its products, as reflected in its collaboration with Jorge Herrera Studio. This approach has been key to the development of innovative and timeless collections, as both parties work closely from the conception of each piece to its market positioning. Sanycces' holistic vision, combined with its expertise in the sector, ensures that each collection not only meets high-quality standards but also adapts to the needs of today's consumers.

"We strive to understand the needs of the customer and the market to create solutions that stand the test of time," explains Jorge Herrera, aligning with Sanycces' philosophy of offering durable and contemporary design products. This commitment has been key to the success of many of their collections, which remain relevant and appreciated in the market for years.

With the "Oasis" collection, Sanycces reaffirms its commitment to providing its customers with exceptional wellness experiences, consolidating its leadership in bathroom design as spaces for relaxation and comfort.

About SANYCCES

Sanycces is a company based in Burriana (Castellón), specializing since 1993 in the bathroom equipment sector, with expertise in the design, manufacture, and marketing of bathtubs, sinks, shower trays, screens, shower columns, hydromassage systems, and related accessories. The company began with a single reference of a hydromassage bathtub distributed within the Spanish and Portuguese markets. Today, its product catalog includes 1,700 references sold in over 50 countries worldwide.

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