

Spring 2019

# BUILDING THE HAMPTONS

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# WETSTYLE

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Building is an art. There's a focus on scale, balance, and contrast, and particular attention must be paid even to the most seemingly minute of details. It's a multi-faceted process that brings together any number of industry professionals to create a beautiful finished product. Perhaps one of the more luxurious features we look for in a Hamptons home is the bathroom. This space is used every day, by every guest, and is often one that evokes a feeling of relaxation. Premium quality bath furnishings are necessary for making the ultimate bathroom. Offering the purest form of luxury, President Mark Wolinsky and Creative and Marketing Director Édouard Bourgault Parisé of WETSTYLE share how the company's philosophy extends from the workshop to the home.

With its headquarters in Montreal, Canada, WETSTYLE handcrafts its products using bold and original designs true to the brand's ideals of offering luxury bath furnishings. But, it's about more than just an aesthetically pleasing design. "There are many considerations that go into product development and creation," Wolinsky explains. "The big three for us are a clean, pure aesthetic and form, environmental friendliness and sustainability, and practicality in terms of fabrication and use."

WETSTYLE's product line, available in true high gloss or matte white finishes, was introduced in 2002. One of its most notable trademarks is the material from which it makes its design-focused products. WETMAR BIO, the eco-friendly and thermos-insulating material is made primarily from natural ingredients, including soy extract and mineral stone. This material is used to create its bathtubs, sinks, and shower receptors. In 2015, it won the Green GOOD DESIGN Award for sustainable design by The Chicago Athenaeum: Museum of Architecture and Design. With consumers leaning toward green products, WETMAR BIO is a perfect match.

"More and more, clients want to bring environmentally friendly products into their home," Parisé shares. "This trend has been growing for the past decade. Traditionally, solid surfaces are made from a mixture of mineral stone and petro-chemical resins. With WETMAR BIO, we are replacing the petro-chemical additives commonly used in the industry."

In their creative and marketing efforts, WETSTYLE endeavors to reflect the pure and clear lines inherent in their product design. White tones and clean graphic design strengthen the company's overall aesthetic both in products and how they present themselves to



designers and consumers alike. Parisé says this is true for photography as well with lifestyle shots focusing on the products themselves in uncluttered spaces, offering a sense of timelessness and peacefulness. They have fun, too, playing with water and even goldfishes in displays and marketing materials.

Today WETSTYLE has built a strong brand with international reach. The company's products are available in approximately 250 showrooms across North America and the Caribbean, however it has not all been smooth sailing. "In 2009, we found ourselves in the midst of the economic crises and this created some significant challenges for us," Wolinsky recalls. "We stayed true to the core values of the company and while 2009 was a challenging year, we regained momentum in 2010 and had record growth each year from 2010 to 2016. In 2016, we hit our upper limit of production capacity and commenced on the development of our new factory, design lab and corporate headquarters."

Prior to joining WETSTYLE, Wolinsky had worked in the Canadian communications industry. While the two industries are entirely different, he does find similarities in the work as there are comparable principles and challenges that come up.

Problem-solving, new product development, and management are always on the table whether it be in telecommunications, bath furnishings, or nearly any other industry dealing with consumers and businesses. Applying these similar principles has helped move WETSTYLE forward.

"My educational background and all past work experience have been tremendously important with the challenges faced by WETSTYLE today," Wolinsky shares. "At WETSTYLE, I have the fortuitous opportunity to marry a passion for design with a love of business."

About ten years after joining the company, Wolinsky has a similar vision for its future. They continue to develop market leading designs, increase awareness, and make

operational improvements. The difference is that his role in the process today is more about team building.

Various collections for bathtubs, lavatories, vessel sinks, undermount sinks, and showers demonstrate the company's attention to clean and sleek details. Recent collections include Cloud, Straight, and Wave. Early this summer, WETSTYLE is launching three new collections: Mood, Lab, and Stelle. Rounding out a completed bathroom are various other design and furnishings elements including mirrors, consoles, vanities, linen cabinets, and more. The C2 collection is newer to the brand, launched just last year, and features a series of urban-inspired storage and accessories for modern bathrooms. Products in this collection are sleek and timeless, making it a

nice representation of the brand's thoughtful design.

In Hamptons homes, WETSTYLE products add the overall modern aesthetic designers strive to create for their clients. Clean lines and stylish shades of white result in sophisticated yet calming bathroom spaces. You may have already seen these products in a South Fork home as they are well represented by various dealers, architects, and interior designers. Whether building a new home or remodeling, ask your design professional for WETSTYLE. In the business? Add to your portfolio with finished spaces featuring these luxury products, perfect for what your clientele is looking for.

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