



# Florentine Prime

THE CLASSIC, REBORN





THE  
CLASSIC,  
REBORN





# Florentine

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adj.

UK /fl.ən.tan/ /fl.ən.tin/

US/flr.ən.tin/ /flr.ən.tan/

from, in, or relating to the Italian city of Florence





**Jaquar**  
BATH + LIGHT

# Florence, Italy.

## A timeless inspiration

Florence is the renowned city that sparked the great European Renaissance in the arts and culture, during the reign of the Medici, several centuries ago. It is the place that some of the greatest artists and sculptors of all time called home. From Michelangelo to Leonardo da Vinci, and many more





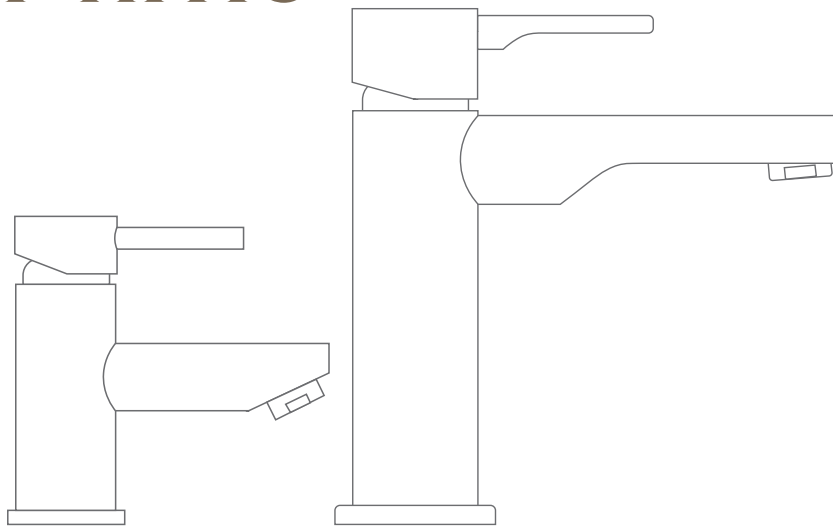


## A contemporary evolution

But Florence isn't just basking in old glory. Modern-day Florence is a beautiful evolution of a timeless city. Proud of its glorious past and confident in its contemporary creative endeavours for today's world. Here, true creativity recognises the distinction between trends and timelessness. Form and functionality. Shapes and shaping tastes. And where each can overlap with the other to spawn a new way ahead.

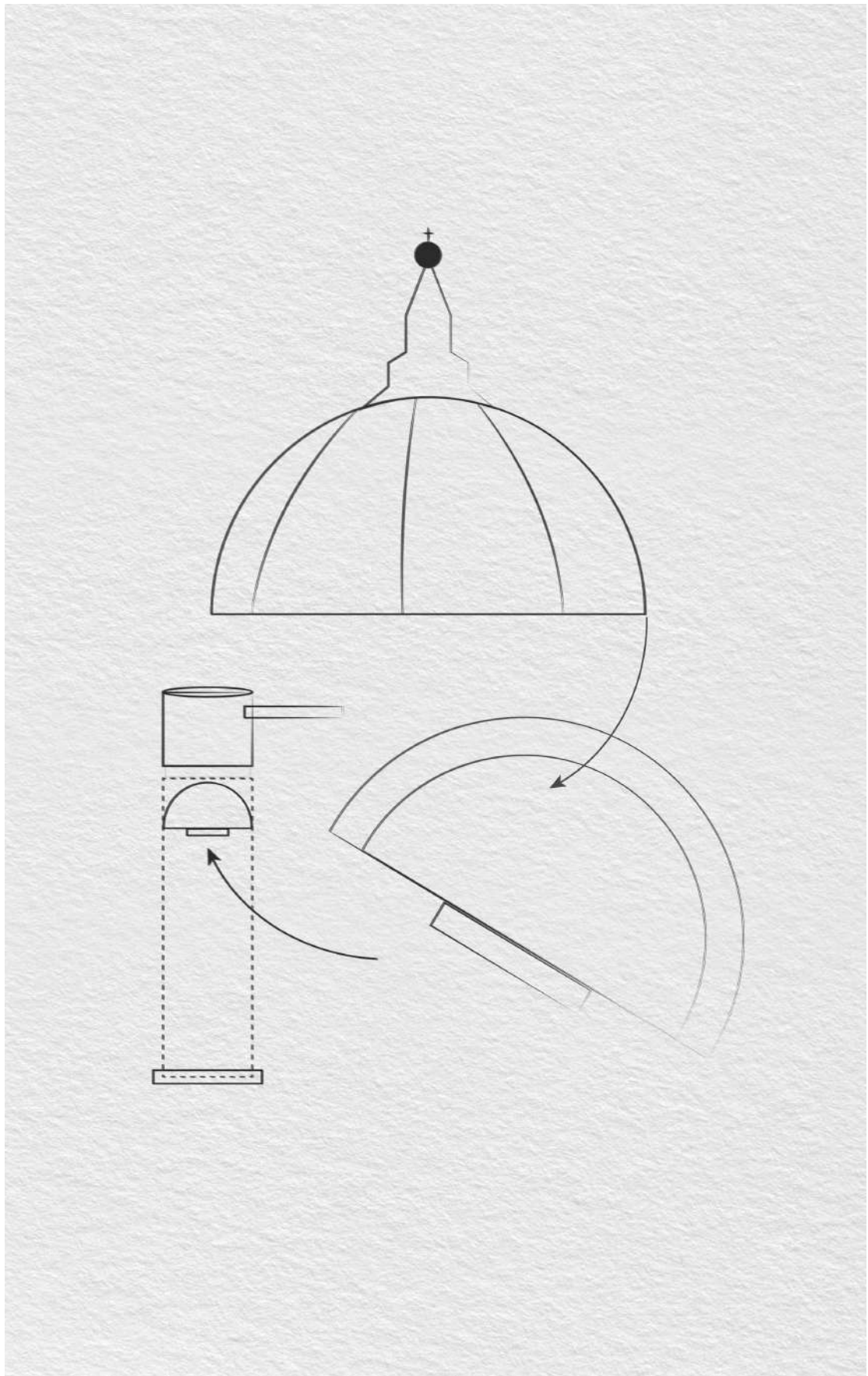
And that's the unfading style that Florentine Prime emulates so effortlessly. One of Jaquar's most loved ranges, Florentine finds a new design narrative in its contemporary evolution as Florentine Prime. And achieves a carefully crafted balance between its original form and a new simplicity of design. To bring a modern maturity to its identity

# Unmistakably Florentine. Now unmistakably Prime



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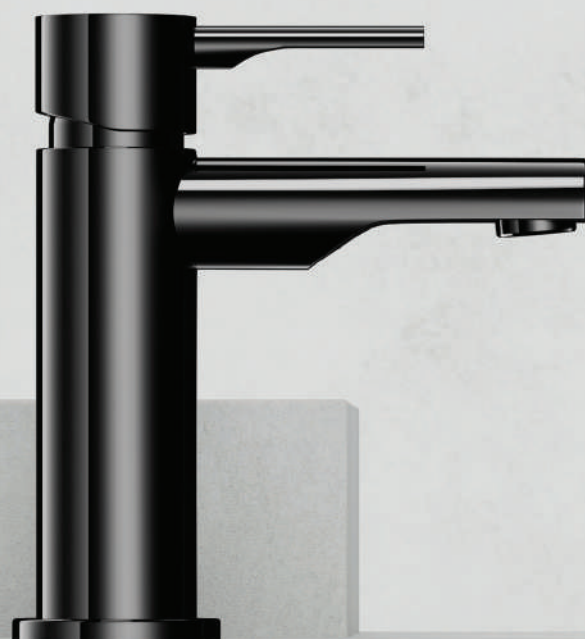
A perfect balance of sharp lines and classic curves, Florentine Prime offers neutral palettes, stark minimalism, and a clean, organic silhouette. Look closely at the details on the Florentine Prime and you'll notice geometric forms that build on the ageless proportions of the Florence's iconic Duomo, to achieve a shape that pays tribute



Available in  
3 Colour Finishes



Black Matt - BLM



Black Chrome - BCH



Chrome - CHR

“A form with a sculptural quality which achieves a contemporary lightness in its appearance while being eco-friendly and minimising the use of materials”



**PARICHAY MEHRA**  
Design Director



"Our aim with the Florentine Prime was to combine the best of both worlds - marrying yesterday's best elements with today's finest sensibilities to offer a bath collection that promises to endure for the ages"



# Recreate the many moods of Florence with Florentine Prime

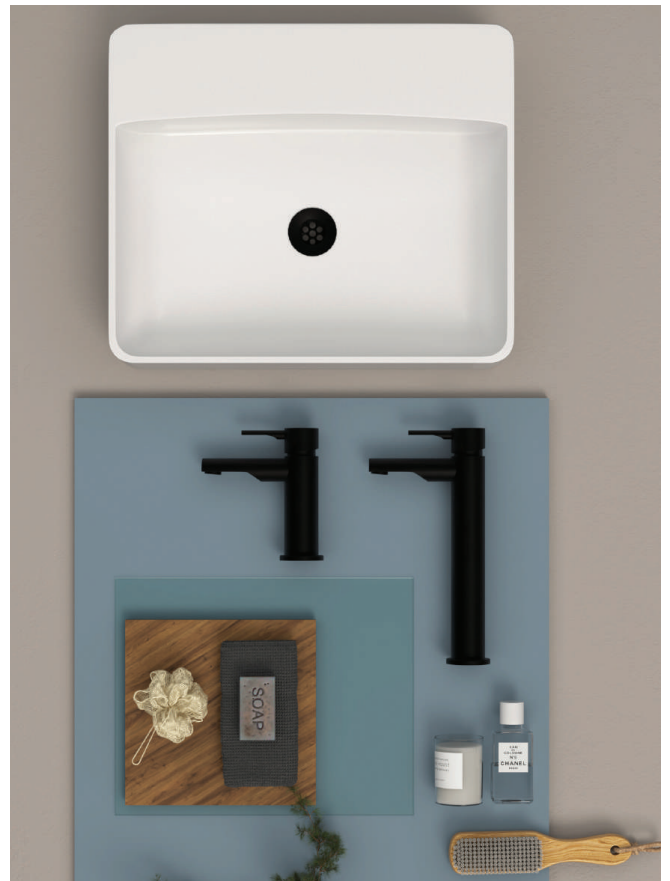
Offering modern PVD colour finishes like Black Matt and Black Chrome, apart from regular Chrome finish, Florentine Prime can elevate any bath space to a classic, yet contemporary ambience. Here are a few such décor moods inspired by, and named after, the legendary creative geniuses of Florence

## Mood Michelangelo



Black Matt creates a striking contrast against a neutral palette and a textured backdrop

## Mood Leonardo



Muted pastels set the stage for the fixtures and good lighting elevates it further



## Mood Brunelleschi



The timeless colours of Florence pair beautifully with black, white and sunlight

## Mood Caravaggio



Nature's colours and textures, punctuated by glistening black tones, create a sense of calm

# Mood

## Michelangelo

A neutral, near-monochrome palette uses contrast to bring focus to the key elements in this bathroom – the ‘marblesque’ sanitaryware with the matt black Florentine Prime faucets and other fixtures







Seen here is the Florentine Prime three-hole basin mixer in Black Matt finish paired with the under-counter basin from Jaquar's Florentine sanitaryware range

Overleaf: Florentine Prime floor-mounted single lever bath mixer with an attached hand shower in Black Matt



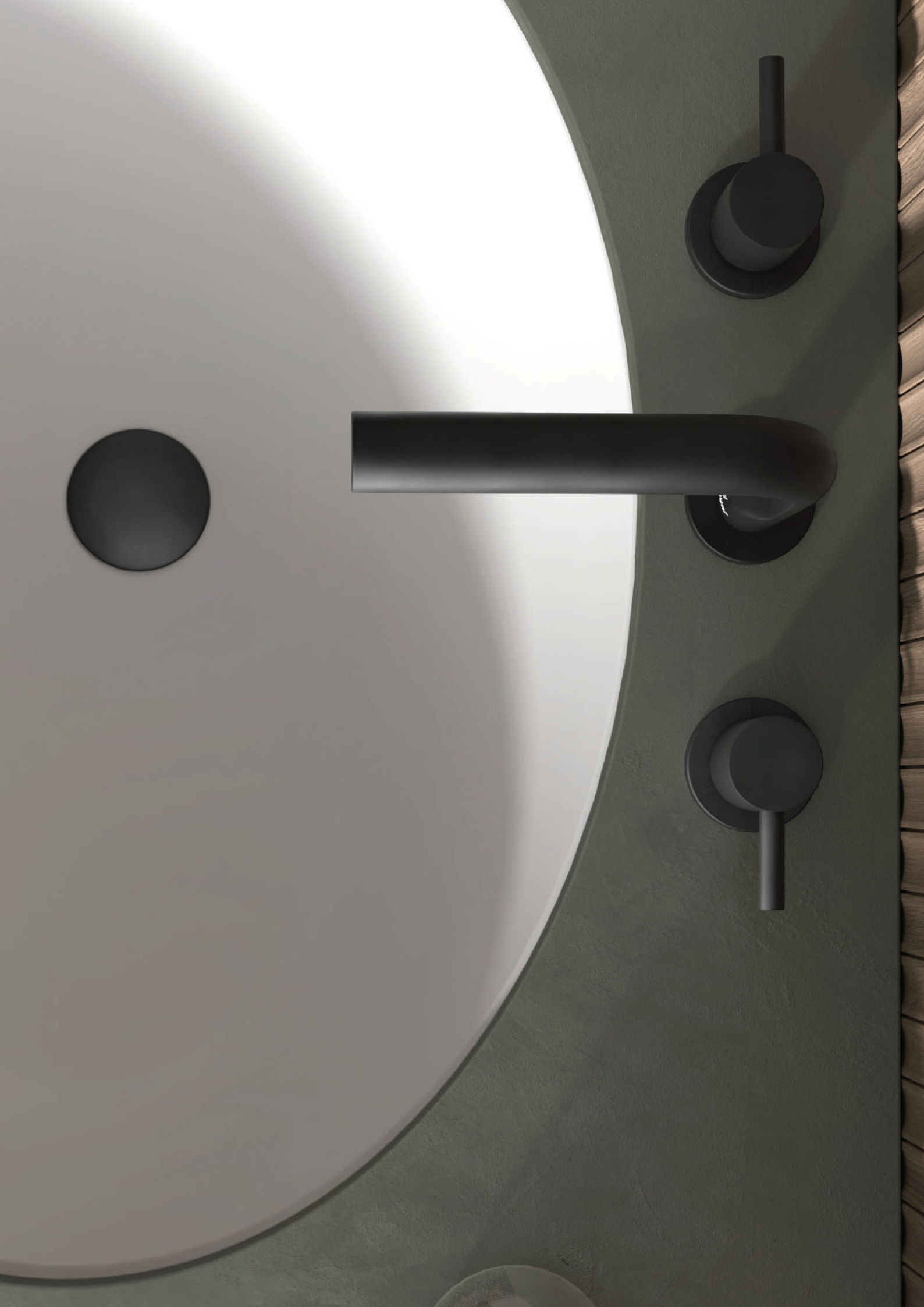




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A lighter silhouette  
that exudes more  
dynamism and  
reflects a  
contemporary  
minimalism”





# Mood Leonardo

Pastel colours and the use of modern lighting  
imbue this bathroom with an artistic appeal  
that's contemporary yet timeless



Seen here is the single lever basin mixer in Black Matt mounted on a Florentine tabletop basin with a waste coupling in the same finish









Above: Florentine Prime floor-mounted single lever bath mixer with an attached hand shower in Black Matt finish.

Left: Frontal view of the single lever basin mixer in Black Matt mounted on a Florentine tabletop basin



A closer look from additional angles at the single lever basin mixer in Black Matt





# Mood Brunelleschi

The terracotta hues of Florence and its Duomo, complemented by the deep shadows and glowing whites of a clear, sunny day, create a beautiful balance that's unique and harmonious









Above: Two Florentine Prime wall-mounted single lever basin mixers in Chrome finish, for a 'his and hers' configuration of countertop basins from Jaquar's Florentine

On the previous spread: Florentine Prime single lever bath mixer with an attached hand shower in Chrome, coordinated with a Saipan freestanding bathtub, also from Jaquar. In the foreground, to the right, are Florentine Prime wall-mounted single lever basin mixers in Chrome





Seen here: A close-up view of the wall-mounted single lever basin mixer in Chrome, which is coordinated with a Florentine countertop basin with a waste coupling in the same finish





Below: Florentine Prime single lever bath mixer with an attached hand shower in Chrome finish, next to a Saipan freestanding bathtub from Jaquar



# Mood

## Caravaggio

Making use of shafts of light, in a setting that utilises natural materials and textures, gives this space an artful appearance that's perfectly serene and calming for the senses







Seen here is Florentine Prime three-hole basin mixer in Black Chrome finish in a classic Florence-style bathroom décor with basin furniture, extra-large mirror and a chandelier to match



Florentine Prime three-hole basin mixer in Black Chrome finish, with a Florentine under-counter basin



Below: A Florentine Prime single lever bath mixer with an attached hand shower in Black Chrome, complements a Saipan freestanding bathtub from Jaquar







