

VEA Distribution Launch 2026

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Agenda



- 01 Design Story
- 02 Product Concept
- 03 Design options – for end-consumers and box placements
- 04 Marketing Tools
- 05 Dummies

Drive profitable growth and become top 3 in fittings in EMEA

External influences

- **Competing** with Axor, Gessi, Dornbracht in the Premium & Luxury segment at a higher level of design sophistication
- **Classic contemporary style frequently used in the Premium & Luxury segment** that combines minimalism with expressive details and creates new modern, contemporary classic look

- Targeting to bring something **Special** into every day (Vision)
- Creating spaces of **wellbeing** and feeling of home (Mission)
- Strong Focus of **Design & Innovation leadership** in Premium & Luxury segment for V&B.
- Closing **gap** in the V&B portfolio with a contemporary, classic design approach

Internal influences



“Classic contemporary style interiors are curated, minimal, and uncluttered but glamorous at the same time.”*



* WORLDSofSTYLE 2023 by Gesa Hansen//
Contemporary Classic Moodboard



A TOUCH OF
PURE ELEGANCE



A touch of pure elegance.

VEA stands for distinctive elegance interpreted in a modern way and embodies an exceptionally classic look with a sculptural accentuation. The modern interpretation of the classic design combined with the ViPush function for water activation is reminiscent of a perfume flacon.

DESIGN FACTS

- Designed by Christian Haas
- Distinctive elegance interpreted in a modern way
- Inspiration by perfume flacon in terms of design & activation
- ViPush Water activation by pressing (On&Off), Temperature regulation via rotation
- Versions: Chrome, chrome+ white alpine ceramic, matt black+ pure black ceramic
- Free-standing bath tap and built-in thermostats (with Easybox)
- Manufactured inhouse in Germany
- *Top Together with the Finion bathroom collection and the Octagon surface mounted washbasin*



Features for greater comfort and sustainability

- **ViPush** water activation by the push of the button
- **AdjustablePlus** to direct the water flow to wash hands more comfortably
- **AirPlus** for a pleasant flow of water by adding air – even with sparing use of water
- **AquaSmart** limits the water flow to a **maximum of 3,8 l/min** – with no loss of performance
- **ComfortPlus** for a convenient tap height on surface-mounted washbasins
- **SmartPressure** for a consistent water flow even in the event of variations in pressure



PRODUCT RANGE

Washplace



- Basin mixer without waste
- [TVW11700100XXX](#)



- Tall basin mixer without waste
- [TVW11700200XXX](#)



- Deck-mounted 3-hole basin mixer without waste
- [TVW11700300XXX](#)

Shower



- Concealed Thermostat 1 Function
- [TVS11700100XXX](#)



- Concealed Thermostat 2 Functions
- [TVS11700200XXX](#)



- Bidet Mixer with Pop-Up waste
- [TVB11700100XXX](#)

Bath



- Bath spout
- [TVT117002000XX](#)

- Floor-standing bath filler
- [TVT11700100XXX](#)



FINISHES

Chrome
-061

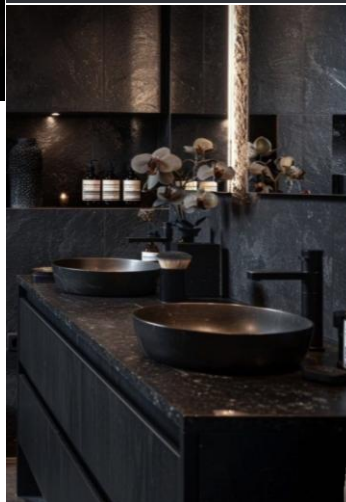
Chrome
-261+ White
alpin ceramic

Matt Black
-2K5 + Pure
black ceramic

VEA interpreted as a **high-end dark luxe** combination with Octagon



Dark luxurious combination



Trends

Designing With Darkness

Colours

Sophisticated black

Taps similar colours to the rest of the room

Box placement recommendation.



Washing Area	
5A5640R7	Octagon surface monuted washbasin
680800R7	Non closable valve
WT34880	Console tomorrow Sanipa, Arizona Oak
A4786500	More to see lite Mirror
TVW117002002K5	Ve a tall basin mixer, matt black+ pure black ceramic plate

Accessories	
1016827890	Candle Manufacture Collier black
1016825515	Vase Manufacture Collier black
1042893950	Candlestick Manufacture Rock black

Box placement recommendation.



Washing Area	
417943R7	Artis surface mounted washbasin, pure black
680800R7	Non closable valve
WT34880	Console 2morrow Sanipa, Arizona Oak
A4786500	More to see lite Mirror
TVW117002002K5	Veal tall basin mixer, matt black+ pure black ceramic plate

Accessories	
1016827890	Candle Manufacture Collier black
1016825515	Vase Manufacture Collier black
1042893950	Candlestick Manufacture Rock black

Box placement recommendation.



Washing Area	
414361R1	Finion surface mounted washbasin
68080001	Non closable valve
WT3461U	Console 2morrow, Sanipa, kaschmir matt
A4776000	More to see lite Mirror
TVW11700200261	Veal tall basin mixer, chrome+ white alpin ceramic plate

Accessories	
1016815516	Vase Manufacture white
1016815511	Vase Manufacture white

About Vea.

COLLECTION NAME

VEA

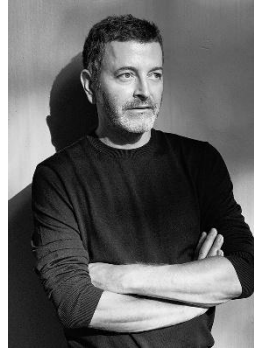
- modern, sleek and short
- sounds soft and elegant - a perfect fit to its shape and design
- easy to remember and pronounce
- integrates in the naming of the V&B taps portfolio
- creation of a triad: VEA by Villeroy&Boch with ViPush function

CLAIM

A TOUCH OF PURE ELEGANCE

DESIGNER

CHRISTIAN HAAS



Positioning – Consumer: Performer

INSIGHT

„I am looking for a taps collection that blends **classic, elegant but modern design** with **exceptional craftsmanship** and **innovative features**. The collection has not only to offer **highest quality** but also a **design that reflects my unique bathroom look**.”

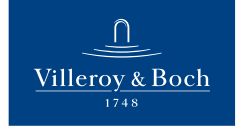
BENEFIT

Vea stands out with its interpretation of **classic contemporary design, crafted from premium materials** and **featuring the innovative ViPush technology, inspired by a perfume flacon**, to activate water flow. With **exceptional variants featuring integrated ceramic plates** it upgrades every bathroom and reflects the consumer’s vision.

REASON TO BELIEVE

- Modern Classic and unique design characterised by precise facet cut
- Designed in collaboration with renowned designer Christian Haas
- New ViPush function, inspired by a perfume flacon: Exceptional operation at the touch of a finger
- Distinctive version available with V&B ceramic plate embedded in the button – coming from V&B factories
- Made in Germany

Positioning – A & D



INSIGHT

„I transform functional pieces into design elements, creating exclusive interiors that are my daily business. I seek a taps collection that **adds character by its unique, classic and glamorous design.**“

BENEFIT

With its **unique classic design**, inspired by a **perfume flacon**, the new taps collection Vea from Villeroy&Boch clearly **elevates the bathroom aesthetics**. The combination of **modern minimalism design with classic precise facet cut** transforms a functional bathroom design into an outstanding, elegant one. The **distinctive version with integrated V&B ceramic plates** brings something special to the bathroom.

REASON TO BELIEVE

- Heritage&Expertise: V&B brand expertise since 1748 that stands for outstanding quality
- Design leadership: unique and facet cut design in collaboration with renowned designer Christian Haas
- Diversity: different variants, special ceramic plate versions that allow exceptional looks
- NewViPush function, inspired by a perfume flacon:operation at the touch of a finger

Communication Concept



WHY

- Consumer look for distinguished taps to elevate the overall look of their bathroom
- Vea offers a distinctive, elegant design by Christian Haas
- Innovative ViPush technology for water activation – similar to a perfume bottle
- Complete fittings collection in classical chrome, special version with inserted V&B ceramic plates

HOW

- Transporting the **design idea** behind Vea and build on the **Classic Contemporary interior trend**
- Designer Christian Haas was **inspired by a perfume flacon** and the result of a **classic, timeless shape is also showcased in the communication assets**
- The interior style of the communication is focused on **refined elegance, minimal and uncluttered but sophisticated** at the same time

WHAT

- **Launch Package Plus** incl image video based on a frame in frame concept that shows the perfume allegory
- **B2C and AID online campaigns** to push awareness
- **Designer portrait** to push over AID portals
- Integration in overall taps assets e.g. **brochure&POS showroom concept**
- **POS:** placements in selective **high-quality showrooms** with a corresponding first-class customer group



Launch Package

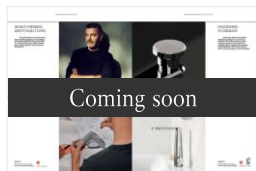
CONTENT

Key Visual
CGI (Designer) CGI (Looks)
Image Video



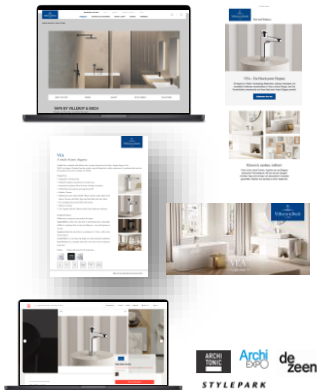
PRINT

Taps and Showers brochure
ISH Postcard



ONLINE

Website/ [Profi Portal](#)
Factsheet
Display Banner
Archiportals (product data & Editorials)
Newsletter
Email Signature



SOCIAL MEDIA

Social Media Organic Content



PR & TRAININGS

Press Release
Web based training
Portfolio Overview



CGIs DESIGNER

- CGIs from Christian Haas – especially suitable for A&D
- HighRes formats available in the [V&B Professional Portal Image Database](#)

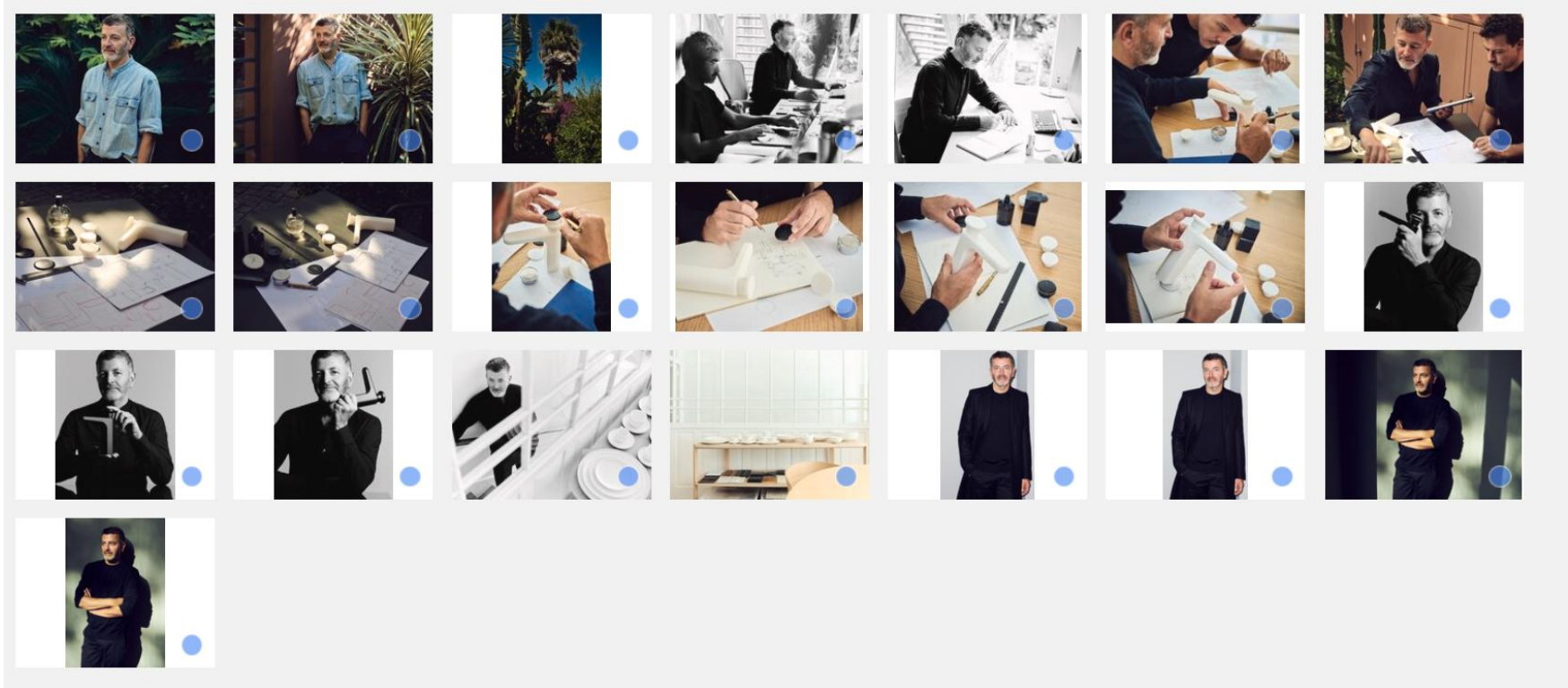




3D Moodboard (Printable)

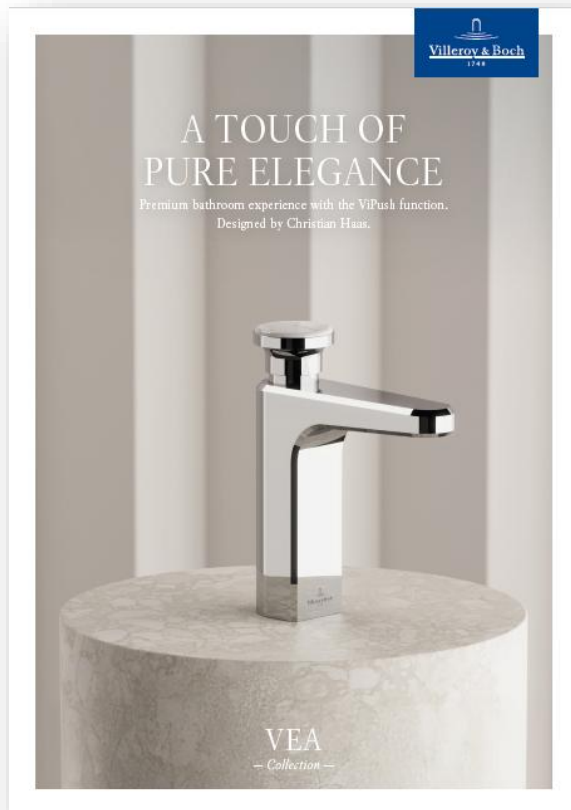


Designer Portraits Christian Haas

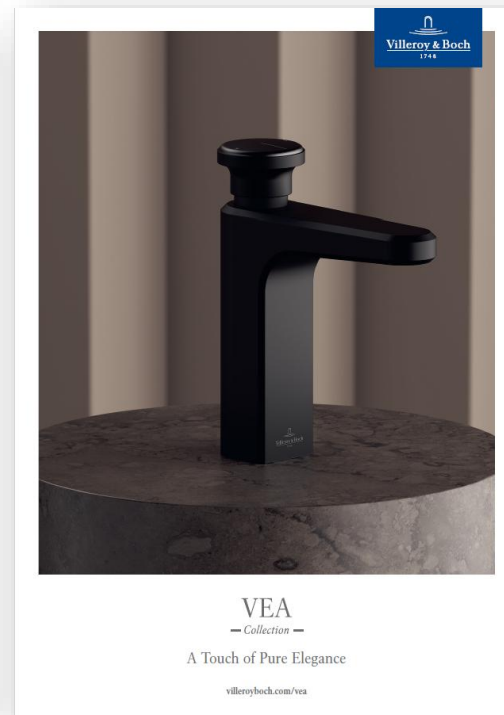


Available here: <https://openshare.villeroy-boch.com/9a860e85>

Key Visual and Print Ads



- Template for A4 print ad
- can be found [here](#)



Novelty Card

- German/ English version
- Designed and printed for ISH
- Web PDF can be found [here](#)



EIN HAUCH PURER ELEGANZ.

Die neue Armaturenkollektion Vea steht für moderne Eleganz in Premiumqualität. Für das zeitlos klassische Design ließ sich der renommierte Designer Christian Haas von Form und Funktionsweise eines Parfümlakons inspirieren.

- Markantes Design, charakterisiert durch präzisen Facettenschliff
- Mit neuer ViPush-Funktion: bequeme Bedienung per Fingerdruck
- Besondere Variante mit im Knopf eingelassenem Keramikplättchen erhältlich
- Made in Germany

A TOUCH OF PURE ELEGANCE

Vea is a new taps collection which stands for modern elegance in premium quality. Designer Christian Haas drew his inspiration for the timeless, classic design from the form and functionality of a perfume bottle.

- Distinctive design characterised by precise facet cut
- With new ViPush feature: convenient fingertip operation
- Special variant available with Villeroy & Boch ceramic plates embedded in the button
- Made in Germany

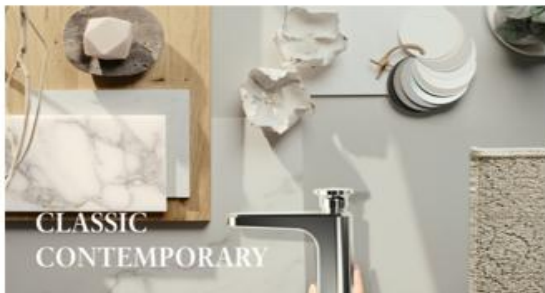


innovationdays.villeroy-boch.com



Image Video

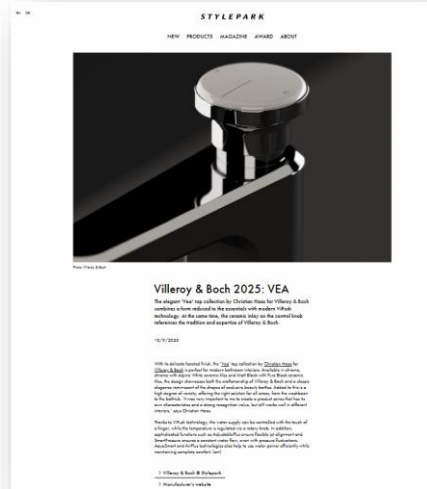
- The image video showcases the design inspiration of Veia
- Perfume bottle allegory in composition with premium moods, textures, Veia finishes that lead to a concrete classic inspired bathroom design
- A hand model activates ViPush and creates additional tension by that
- Video integrated on YouTube [EN/ DE/ FR/ IT/ NL](#) , Video File can be downloaded [here](#)



- Vertical/ Social Media version can be downloaded [here](#)



A & D communication

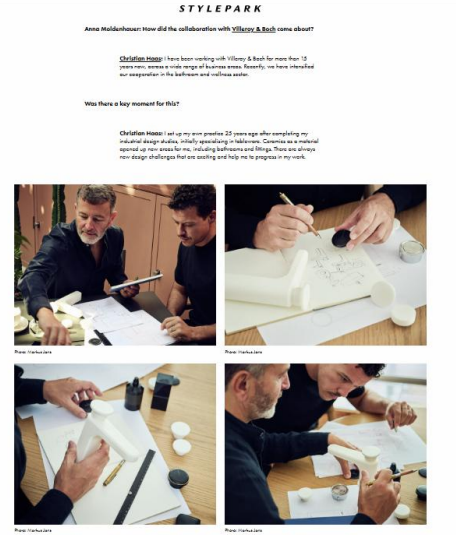


STYLEPARK x VILLEROY & BOCH

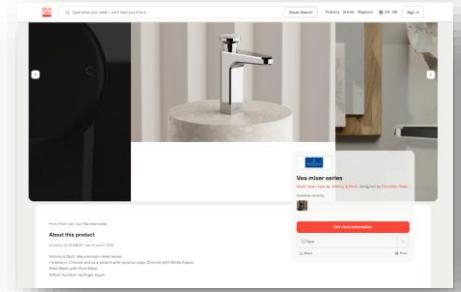
Setting new standards

Christian Haas has created the new 'Vea' tap collection for Villeroy & Boch, combining modern technology with traditional craftsmanship. In his interview, he tells us what is important in bathroom design today.

11/2/2022



"Vea" combines ceramic tradition with the technological expertise of Villeroy & Boch. How would you describe your collaboration with the various departments within the company?



[Product Highlight Vea on A&D portal Stylepark](#)

[Designer Interview Christian Haas on A&D Portal Stylepark](#)

Product Listings Vea on A&D Portals [Architonic/](#) [Stylepark/](#) [ArchiExpo](#)

TVW11700190061	Dummy Vea Basin mixer wo waste
TVW117001902K5	Dummy Vea Basin mixer wo waste
TVW11700190261	Dummy Vea Basin mixer wo waste
TVW11700290061	Dummy Vea Tall Basin mixer wo waste
TVW117002902K5	Dummy Vea Tall Basin mixer wo waste
TVW11700290261	Dummy Vea Tall Basin mixer wo waste
TVS11700290061	Dummy Vea concealed thermostat 2 F
TVS117002902K5	Dummy Vea concealed thermostat 2 F
TVS11700290261	Dummy Vea concealed thermostat 2 F

- Sales articles, orderable from DC LOS
- Basin mixers are **premounted** on the new V&B acrylic plate



Thank you for
your attention.