DLX Italia: where bathroom design goes beyond function to become an experience

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Bathroom design is evolving towards spaces increasingly dedicated to wellbeing, design and personalisation. At **Cersaie 2026**, **DLX Italia** is celebrating ten years in business with new solutions for the shower area. **Sunshower**, **Carrodrain**, **Estella Aguirre's design** and **Duscholux Air Wood** showcase different approaches to wellness and interior design. We met **Samuele Mian** and **Luca Tommasini**, directors of **DLX Italia**, to look back on this journey and discuss the brand's future direction.



Bathroom design is undergoing a transformation. It is no longer merely a collection of functional elements, but a space where wellbeing, materials, technology and personalisation come together to create a more complete experience. The shower thus becomes a space dedicated to wellbeing, drainage becomes part of the design language, glass lends itself to decoration, and even wood finds its place in an environment traditionally dominated by ceramics and metal.

It is precisely this evolution that **DLX Italia** is working on. The company was founded in 2016 following a collaboration between **Samuele Mian** and **Luca Tommasini**, who had already been working together in the field for a long time. From the combination of technical, commercial and after-sales expertise, together with shared know-how and vision, a company took shape that has been focused from the outset on the high-end market, personalisation and design support.

Ten years on, at **Cersaie 2026** in Bologna, **DLX Italia** is celebrating this journey with a portfolio that now encompasses showers, wellness solutions, taps and fittings, decorative surfaces and drainage systems. The new products presented at the trade fair showcase an increasingly integrated and personalised bathroom, where even technical details can become part of the interior design. To look back over the milestones of this decade and understand the directions that will shape the company's future, we met with **Samuele Mian** and **Luca Tommasini**, directors of **DLX Italia**.

TEN YEARS OF RESEARCH, SERVICE AND NEW IDEAS

DLX Italia is celebrating its tenth anniversary. What values have underpinned the company's growth?

SM: Right from the start, we believed in a market seeking high-quality products and solutions that stand out. Our aim has always been to focus on the bathroom environment – and particularly the shower area – not only through our products, but also through our **service** and **personal relationships**. For us, collaboration with people is the key of success, whether they are architects, retailers or costumers. We have combined this with ongoing research, often outside Italy, with the aim of identifying partners and solutions that are still relatively rare on the Italian market and incorporating them into projects capable of creating value.



Wellness right in the shower. What is the idea behind Sunshower technology?

The idea is to transform your everyday shower into a moment of wellbeing, integrating light and heat directly into the space dedicated to self-care. **Sunshower uses low-dose infrared and UV rays** via a panel designed for installation in a shower cubicle or steam room. One of the most interesting aspects is its **ease of use**: there's no need to create a separate wellness area or set aside a specific time of day, as the system can be used as part of your normal daily routine. Infrared generates a sensation of warmth that envelops the body and muscles, whilst the UV component draws on the original research developed by **Sunshower**. The technology has been specifically designed for humid environments and complies with the relevant European certifications. This integration into everyday life is one of the product's key strengths: water, light and heat work together to create a wellness experience without requiring the space normally needed for a sauna or Turkish bath. In terms of design, Sunshower is available in three sizes — S (95 × 33 cm), M (140 × 33 cm) and L (185 × 33 cm) — and in four finishes: Black, White, Sand White and Organic Grey.





From drainage to the shower enclosure: even technical details become design. The collaboration with Carrodrain expands the shower area design. Why did you choose this brand?

It's a project that really captures the way we work. **In the shower, every element can contribute to the design: the enclosure, the taps, a wellness system**. However, an equally design-led approach to drainage was missing. **Carrodrain** impressed us precisely because it treats the drainage channel not as a mere technical component, but as an element capable of becoming an integral part of the shower's aesthetic design. We discovered the product thanks to a recommendation from one of our clients and travelled directly to Belgium to meet the company and gain a closer understanding of its philosophy. **Carrodrain**'s solutions are designed for floor-level showers and focus on **ease of installation, simplicity of maintenance and the ability to coordinate colours and finishes with other bathroom elements**. Even the cleaning of the functional parts of the drain has been designed to be straightforward, whilst the wide choice of finishes allows the channel to be integrated into residential, hospitality and high-end projects.

For us, this is precisely what makes it so interesting: transforming an element normally perceived as purely technical into a coherent component of the bathroom design.



At Cersaie, you also presented the project with Estella Aguirre. How does this change the way we think about the shower enclosure?

The idea stems from a desire to **place the customer even more at the heart of the project**. **Estella Aguirre** has developed a customisation process for **DLX Italia** that transforms the surface of the shower enclosure through images, decorative motifs and references that convey a personal story.

The shower enclosure thus goes beyond its purely technical function and becomes part of the

interior design. The decoration may take its cue from a memory, an architectural detail or a suggestion from the customer, and is then developed collaboratively until the final result is defined.

The most interesting aspect is precisely the **level of personalisation**: it is no longer limited to choosing colours, taps or cladding, but involves directly shaping the identity of the space.



With Duscholux Air Wood, on the other hand, glass and natural wood coexist in the shower area. What is the value of this combination?

Air Wood stems from the evolution of **Duscholux**'s **Air** collection and incorporates **Accoya wood** into a glass walk-in enclosure, bringing a natural and visually warmer material into the shower area. The choice of **Accoya** meets both aesthetic and technical requirements: the material is, in fact, suitable for damp environments thanks to its resistance to water and moisture. This allows wood to be incorporated into a setting traditionally dominated by glass, ceramic and metal, without compromising on the performance required in the shower area.

The wood is used in the wall profiles and supports and can be coordinated with a stabilising crossbar and a towel rail made from the same material. The available finishes are Natural Finish, Monterey Pine, Teak and Walnut. The shower enclosure retains the completely frameless walk-in configuration, featuring 8 mm toughened glass and a maximum height of 2,500 mm. The **Duscholux CareTec Pro** treatment is fitted as standard, designed to facilitate long-term surface maintenance.

The introduction of wood thus alters the overall feel of the space: the shower loses some of its technical character and aligns more closely with the language of contemporary interior design, where materials, textures and continuity with the rest of the home play an increasingly important role.



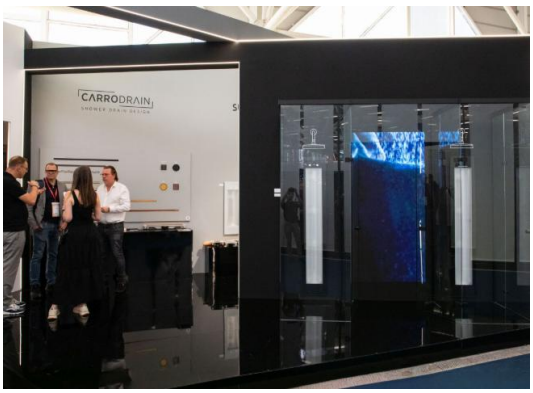


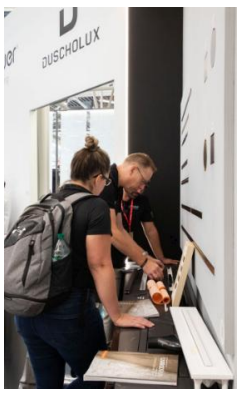
PERSONALISATION AND WELLBEING: WHERE IS BATHROOM DESIGN HEADING?

What direction will DLX Italia take in the coming years?

We want to continue seeking partners capable of understanding what we are trying to bring to the market and, above all, of meeting the demands of Italian designers and users, who are very discerning. Our research will also continue to think outside the box, with products that enable designers or customers to bring unconventional ideas to life. Sunshower, for example, still has considerable potential to develop on the Italian market, as does design applied to elements normally regarded as technical, such as shower drains. We are also working on a new project related to public toilets, which we would like to tackle with a different approach. It is still too early to reveal the details, but it will be one of the areas we will be focusing on in the near future.







A FINAL THOUGHT

The bathroom is no longer just a collection of products

What emerges most clearly from our meeting with Samuele and Luca is that the contemporary bathroom is moving beyond the concept of the individual product. A drainage channel can become part of the interior design; the glass in the shower can convey something personal; wood introduces a warmer feel; and even the daily shower can become a moment of wellness. It is this holistic vision that makes **DLX Italia**'s approach so compelling: bringing together different products – often born of international experiences – within a single bathroom design. Even personalisation takes on a new meaning: it is no longer just about finishes and colours, but about the possibility of creating a space that reflects one's habits, one's approach to wellbeing and one's sensibilities. In this context, technology and materials work best when they integrate discreetly into everyday life. And this is perhaps the most interesting direction to emerge from the interview: a bathroom that is less centred on the object and increasingly centred on the experience of those who use it.



Link at the original article: https://casaoggidomani.it/approfondimenti/progetto-bagno-dlx-italia/#mainWrapper

Youtube – interview: https://youtu.be/aAumnf1LLuE?si=iVYUFDkx3NTj148z

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