



Breaking the Rules

INTRODUCING STYLE INTO THE BATHROOM, GLOBAL MARKETING DIRECTOR FOR KALDEWEI, **NICOLE ROESLER** BELIEVES THAT BATH CULTURE NEED NOT BE BORING



THE REVOLUTIONISER

Nicole Roesler took wet and boring bathrooms, changing them into a stylish space where one can indulge in personal selfish moments

BRIGHT RED LIPSTICK, A VINTAGE dress and spunky black eyeliner – at first glance, one might think that Nicole Roesler was dabbling in the fashion line. Never would we have guessed that she, with all her poise and style, is involved in the sanitary business. But to be honest, we're so very glad she is. Made aware that she would be flying into Malaysia for the launch of Kaldewei's first flagship store in the country, we jumped at the opportunity for a one-on-one interview with the lady herself.

Roesler has been global marketing director of Kaldewei for the past five years and under her leadership, much has changed. "When the company approached me, they were looking for something new, they were old and not very sexy. They wanted to change that and needed somebody who could do it," shares Roesler who ended up being just the right person for the job.

She positioned Kaldewei to be a premium high-end brand – associated with connotations

such as timelessness and iconic. Driven by an understanding of luxurious living, she manufactured innovative products that could serve as statement pieces in the bathroom. She introduced a new line of colours that were mysterious, elegant and timeless. In part, she injected her personality into Kaldewei's products and that skyrocketed the brand into being a pioneer of style in the bath culture industry.

Those achievements, however, according to Roesler, took a lot of effort and time. In her early stages of the job, there was plenty of arguing in regards to the direction she wanted to steer Kaldewei in.

"It was a complete men's business. And these men were engineers; they're a little bit stubborn and technical. And here I came, a fashion lady who was always looking very different. They must have been thinking what business I had being there. So what I did was, I trained each and every employee. We have thousands of them so I invited everybody into seminars and explained to them the reason as to why we needed change and what it could do for the brand. Nowadays, everybody says that it is a great positioning," shares the beautiful Roesler.

Roesler's current focus is to continue growing the brand on the international platform. One of the ways of doing so is by travelling to different regions and introducing Kaldewei to them. "It's like being an ambassador for the company," shares Roesler. Her eyes she says are set on Asia. And the opening of this flagship store in KL escalates that expansion into the market. But one of the challenges the talented icon foresees is the need to adapt and modify Kaldewei's voice to fit the Asian culture, and that would require a sense of understanding and appreciation of its different countries. However, based on Roesler's past experience, this task should be right up her alley.

Proving her wealth of knowledge in the industry, Roesler has previously spent three years as marketing director for watch brand Omega where she had control over the look and feel of its campaign. "I also got the chance to be marketing director for Montblanc. I helped take Montblanc from a sheer writing brand and diversified it into a luxury brand. And after that I received the opportunity to become marketing director for Escada," shares the lady. Truly, Roesler's varied experiences will no doubt continue to make her a valuable and indispensable asset to Kaldewei.

And when asked for her thoughts on Kaldewei, she answers, "When you happen to be doing something that happens to fit in your element, you know it's destiny. One says that a person spends an average of four years of life in the bathroom but for me, I think it's probably a lot more. And that is why I believe that together, Kaldewei and I are the perfect link." ■