

FOR IMMEDIATE RELEASE

Marketing Team, Hansgrohe USA
January 2026



Hansgrohe Launches Raindance Alive, Bringing Its Most Popular Spray Experiences Together for the First Time

Alpharetta, GA Hansgrohe announces the debut of Raindance Alive, a major innovation in showering that unites the brand's most beloved spray experiences in a single product for the first time. Customers who have long identified with either Team PowderRain or Team RainAir can now enjoy both in one shower, without having to choose during the purchasing process.

For years, PowderRain has been celebrated for its soft, enveloping micro-droplets that create a cocoon-like moment ideal for relaxation and self-care. RainAir has earned equal devotion for its full, rich droplets that reconnect the user with the feeling of a natural rain shower. Raindance Alive brings these signature sensations together in one product, giving customers the freedom to shift between the experiences.

The new overhead shower launches with a clean, minimalist aesthetic supported by Hansgrohe's Shytect design, which conceals the spray nozzles beneath a sleek anodized aluminum cover. The cover can be removed without tools for effortless cleaning, while QuickClean technology ensures long-term performance. The overhead shower ships in PowderRain but can be switched to Rain with a simple mechanism on the back.

Raindance Alive also introduces a redesigned handshower that features both PowderRain and RainAir for the first time. A three-function spray selection makes it easy to toggle between PowderRain, RainAir, and Massage, giving homeowners a broad range of personalized experiences. The new handshower incorporates the same Shytect design and tool-free removable cover, paired with a generous five-inch spray face for full coverage. Raindance Alive arrives with a refined, flat design language, universal fit for standard connections, and a premium presence at an accessible price point.

Customers can choose from four stocked finishes that include Brushed Bronze, Matte Black, Brushed Nickel, and Chrome. The collection offers both round and soft-square overhead shower shapes, as well as available two-function overhead shower options for added versatility.



With Raindance Alive, Hansgrohe brings its most iconic spray sensations together for the first time, creating a new level of personalization and elevating the daily shower into an experience that adapts effortlessly to the user.

For more information on Raindance Alive, please visit: <https://www.hansgrohe-usa.com/>