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RAK CERAMICS AT CERSAIE 2026: ONE STEP AHEAD

RAK CERAMICS

Looking beyond trends to anticipate the evolution of living: The Emirati company unveils new surfaces, further develops the Elie Saab Surfaces & Wellness project and announces a multi-year partnership with Maison Roberto Cavalli

Milan, 21 September 2026 – RAK Ceramics, one of the largest ceramics brands in the world, returns to Cersaie with One Step Ahead, a concept that reflects the company's ability to anticipate the evolution of contemporary living and translate research, technology and design into increasingly comprehensive solutions for architecture and interiors.

In Bologna, this vision takes shape through a growth strategy that further strengthens the brand's positioning **within the world of luxury and lifestyle**. This evolution is expressed through the expansion of the **RAK Ceramics-branded surfaces range**, the development of the **Elie Saab Surfaces & Wellness** line and the debut of the **Roberto Cavalli collection**: distinct projects united by a shared ambition to expand the expressive language of ceramics and explore new possibilities for its application in contemporary spaces.

One Step Ahead thus becomes the expression of an approach to innovation that extend beyond the product itself to encompass the very way spaces are conceived and designed: advanced-performance materials, new application possibilities and coordinated systems in which surfaces, large-format slabs, bathroom furnishings and wellness solutions interact to create a coherent and complete experience.

It is within this context that RAK Ceramics further consolidates its evolution towards becoming a **lifestyle solution provider**: a partner capable of offering architects and interior designers' transversal, integrated and distinctive solutions, accompanying projects from the surface through to the overall definition of the space.

*"For RAK Ceramics, being One Step Ahead means looking to the future with the ability to anticipate new needs and new languages of living. Innovation, design and sustainability are part of a single vision: to create solutions that not only respond to the demands of contemporary architecture but also make a tangible contribution to improving the way people experience and inhabit spaces. Cersaie represents a key opportunity for us to share this evolution and present a new expression of the RAK Ceramics lifestyle," says **Abdallah Massaad**, Group CEO of RAK Ceramics.*

FLOWING HORIZONS: A FLUID AND IMMERSIVE STAND

Flowing Horizons is the concept behind the RAK Ceramics stand at Cersaie 2026. Conceived as a fluid and immersive architectural environment, the space unfolds through **sinuous surfaces and soft geometries** that

define a sequence of interconnected settings. The layout suggests a journey without imposing a prescribed route, allowing visitors complete freedom to explore.

Visual continuity between the different areas softens boundaries and creates a harmonious whole, where flooring, wall coverings, furniture elements and bathroom solutions interact as components of a single design project. The result is an open and dynamic experience that expresses the versatility of RAK Ceramics across different scales and applications, bringing together design, comfort and material quality.

Within *Flowing Horizons*, the extensive use of greenery is not merely decorative, but an integral part of the concept, introducing the theme of sustainability. The project reflects RAK Ceramics' commitment to an increasingly responsible production model, based on process efficiency, waste reduction, the recovery and reuse of resources, and the adoption of circular economy principles.

The vegetation contributes to creating an immersive and sensory atmosphere while giving tangible form to the vision behind Flowing Horizons: an integrated approach to living in which surfaces, bathroom environments, materials and functions interact, making ceramics a versatile tool capable of combining wellbeing, aesthetic quality, contemporary luxury and environmental awareness. The exhibition space thus becomes an expression of a coherent and sophisticated language, where design and innovation go hand in hand with a growing awareness of environmental impact.

"With Flowing Horizons, we wanted to move beyond the traditional exhibition format and create an experience. The collections are not simply displayed but brought into dialogue with one another and with the architecture, demonstrating in a tangible way RAK Ceramics' ability to create complete solutions. The project reflects the brand's international evolution towards an increasingly lifestyle-oriented universe, where performance, aesthetics, wellbeing and a new interpretation of luxury coexist within a coordinated offering," says ***Leonardo de Muro****, Corporate Vice President, Marketing & Communication and Int'l Business Development at RAK Ceramics.*

ROBERTO CAVALLI SURFACES & WELLNESS
Among the key highlights of Cersaie 2026, RAK Ceramics unveils the new collection resulting from its exclusive, multi-year partnership with Maison Roberto Cavalli for the development of surfaces and Bathroom & Wellness solutions.

The Contemporary Inlay concept reinterprets Mediterranean heritage through a dialogue between material, ornamentation and architecture. Stone, marble, wood, leather, glass and metal effects are combined with animalier references, inlays and precious details, creating striking surfaces and bathroom solutions. The result is a collection with a strong and sophisticated identity, where natural inspirations, glamour and decorative research converge in a contemporary interpretation of luxury.

ELIE SAAB SURFACES & WELLNESS
The new chapter of Elie Saab Surfaces & Wellness stems from the encounter between RAK Ceramics' technological and manufacturing expertise and the Maison's distinctive aesthetic universe, defined by elegance, refinement and meticulous attention to detail.

The collection expands its material palette through dramatic marbles, onyx, precious stone effects, textile-inspired finishes and tactile textures, reinterpreted through a vision of sophisticated, timeless luxury. Material, color and ornamentation become the tools through which the codes of Elie Saab couture are translated into interiors, giving rise to surfaces and wellness solutions designed for refined and enveloping environments.

THE NEW RAK CERAMICS SURFACES
The new RAK Ceramics surfaces further develop the brand's aesthetic research and the ability of ceramics to interpret different atmospheres and design languages.

The work of the **Innotech Lab** drives this evolution through digital technologies, highdefinition structures, three-dimensional textures and high-performance solutions, while **Maximus** extends this research into large-format applications, with sizes of up to 162 × 324 cm, available in different thicknesses for flooring, wall coverings, countertops, façades and furniture components.

The new offerings explore **stone and marble effects, tactile surfaces, threedimensional structures and decorative solutions**, drawing inspiration from both nature and the traditions of Italian architecture. Colors, veining and reliefs define a sophisticated and contemporary range in which ceramics become a distinctive element of interior design.

About RAK Ceramics
RAK Ceramics is one of the largest ceramics brands in the world. Specialising in ceramic and gres porcelain wall and floor tiles, tableware, sanitaryware and faucets, the Company has the capacity to produce 118 million square meters
of tiles, 5.7 million pieces of sanitary ware, 36million pieces of porcelain tableware and 2.6 million pieces of faucets per year at its 23 state-of-the-art plants across the United Arab Emirates, India, Bangladesh and Europe.
Founded in 1989 and headquartered in the United Arab Emirates, RAK Ceramics serves clients in more than 150 countries through its network of operational hubs across Europe, the Middle East and North Africa, Asia, North and South America, and Australia. RAK Ceramics is publicly listed on the Abu Dhabi Securities Exchange in the United Arab Emirates and has an annual turnover of approximately US$1 billion.
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