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RAK CERAMICS SIGNS EXCLUSIVE LICENSING AGREEMENT WITH ROBERTO CAVALLI FOR LUXURY CERAMIC SURFACES AND BATHROOM COLLECTIONS

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RAK Ceramics has signed an exclusive multi-year licensing agreement with renowned Italian luxury fashion house Roberto Cavalli to develop, manufacture and distribute Roberto Cavalli-branded ceramic tiles, sanitaryware and faucets across key markets in the Middle East, North Africa, Turkey and India.

The agreement marks a significant milestone in RAK Ceramics' strategy to expand its premium lifestyle portfolio through collaborations with globally recognised brands. It brings together Roberto Cavalli's distinctive Italian design heritage with RAK Ceramics' manufacturing excellence, innovation capabilities and extensive international distribution network to create a new collection of luxury ceramic surfaces and complete bathroom solutions.

Under the agreement, RAK Ceramics will exclusively develop and distribute the collections across the United Arab Emirates, Saudi Arabia, Bahrain, Oman, Kuwait, Jordan, Lebanon, Egypt, Iraq, Turkey, Morocco and India. The collections will be available through RAK Ceramics' flagship showrooms, directly operated retail network and wholesale partners across the licensed territories.

The collaboration reflects a shared commitment to exceptional craftsmanship, design excellence and innovation, delivering premium interior solutions that combine sophisticated aesthetics with outstanding quality and performance. Designed for homeowners, architects and interior designers, the collections will offer a distinctive expression of Italian luxury supported by RAK Ceramics' world-class manufacturing expertise.

The first Roberto Cavalli collections developed under the partnership will be officially unveiled at **Cersaie 2026** in Bologna, Italy, the world's leading international exhibition for ceramic surfaces and bathroom furnishings, in September 2026. Ahead of the global launch, selected RAK Ceramics flagship showrooms in the United Arab Emirates will host an exclusive preview of the collection. A second showcase will take place during **Dubai Design Week 2026**, providing customers and design professionals across the region with the opportunity to experience the collections firsthand.

Abdallah Massaad, Group CEO of RAK Ceramics, said:

"Our collaboration with Roberto Cavalli is a proud and defining moment for RAK Ceramics. Roberto Cavalli's iconic design language and deep Italian heritage, combined with our world-class manufacturing excellence, global reach and culture of innovation, create a proposition that is truly distinctive in the luxury living space."

The partnership further strengthens RAK Ceramics' position as a global leader in lifestyle solutions while supporting its long-term strategy to expand its premium product portfolio through innovation, design excellence and strategic collaborations. By combining internationally recognised luxury design with advanced manufacturing capabilities, RAK Ceramics continues to deliver products that inspire exceptional living spaces and meet the evolving needs of customers across the world.

