November 8 - 2021

ELIE SAAB COLLABORATES WITH RAK CERAMICS TO LAUNCH AN EXQUISITE BATHROOM AND SURFACE COLLECTION. THIS DEBUT RANGE WILL BE REVEALED AT DOWNTOWN DESIGN IN DUBAI.

Dubai, United Arab Emirates, November 8, 2021 – Immediate Release

ELIE SAAB continues expanding into a lifestyle brand that delivers a unique experience of the brand's universe. The ceramic creations will further enhance a luxury living expression, exclusively presented by RAK Ceramics: where luxury design meets ceramic expertise.

Both companies founded in the 80s with a history firmly rooted in the region, ELIE SAAB and RAK Ceramics, are leading companies in their respective fields and share a vision of exquisite design, impeccable craftsmanship and uncompromising excellence in luxury living. Beautiful finishes, elegant marble textures, classic and contemporary colour combinations are produced using only the finest raw materials and the latest technology. The ELIE SAAB Bathroom and Surface Collections inspire interior designers and architects to create unique, luxurious, and distinctive living environments, and this first foray into the world of ceramics will be yet another beautiful brand addition to the world of ELIE SAAB.

Five elegant collections are brought to life, encompassing: **Glamour**, **Liquid Metal**, **Royal**, **Soft Lux** and **Travertinum**. With its stunning and sophisticated onyx, palissandro and dark marble finishes, the Glamour collection makes a fashion statement touching every corner, where Liquid Metal is more spontaneous in striking gold with concrete finishes, adding a unique and contemporary touch to interiors. With uncompromising attention to detail, the Royal collection adds a commanding elegance to any contemporary living space. Soft Lux adds a genuinely luxurious decadence to the range with its golden and gleaming qualities and elegant marble textures. Finally, the organic textures and timeless golden accents of Travertinum add a natural charm and enduring elegance to any prestigious living space.

Elie Saab Jr, *CEO of ELIE SAAB Group*: "Collaborating with RAK Ceramics broadens the scope of our product offerings and extends the brand's DNA by introducing another way of luxury living and translating the heritage of ELIE SAAB's signature with our distinctive style combining contemporary and timeless. We are working towards offering our clients and brand's enthusiastic a 360-degree experience of ELIE SAAB lifestyle".

Abdallah Massaad, *Group CEO, RAK Ceramics*, commented "We are proud to have collaborated with Elie Saab and his team to create a truly remarkable tiles and bathroom collection which raise the bar in terms of ceramic design and manufacturing." He continued, "RAK Ceramics and ELIE SAAB share a vision of exquisite design, impeccable craftsmanship, and uncompromising ceramics excellence, and we look forward to creating more products in the future."

The ELIE SAAB Bathroom and Surface Collections are available exclusively through RAK Ceramics. For more information, visit www.eliesaab.rakceramics.com.

About ELIE SAAB

Elie Saab founded his eponymous label in 1982, at just 18 years old. Since then, the ELIE SAAB house has been established as one of the major leaders in the HAUTE COUTURE category globally, with ateliers based in Paris and Beirut. ELIE SAAB has continued to build on the inherent savoir-faire and innate elegance for which it is renowned, expanding into the Ready-to-Wear, Bridal, Accessories, Eyewear & Fragrance categories. Along with the brand's most recent venture into home & interiors, with the new MAISON line, ELIE SAAB joins the premiere league of the world's global luxury fashion & lifestyle brands. www.eliesaab.com

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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 123 million square meters of tiles, 5 million pieces of sanitaryware, 24 million pieces of porcelain tableware and 1 million pieces of faucets per year at its 22 state-of-the-art plants across the United Arab Emirates, India and Bangladesh.

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 in Europe, the Middle East and North Africa, Asia, North and South America and Australia.

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