

The *DES Evolution* Collection and Innovation that Transforms the Bathroom into a Wellness Retreat

The world of bathroom design and furniture prepares to welcome one of the industry's leading companies at this year's Salone del Mobile in Milan. Cerasa, synonymous with creativity and quality for over forty years, offers to amaze the audience with a unique experience that goes beyond the traditional concept of bathroom furniture.

Timeless Creativity, Constant Innovation:

Cerasa, a Story of Design *Excellence*

The lifeblood of Cerasa is its non-stop dedication to shaping the future of bathroom furniture through a unique combination of timeless creativity and a steady commitment to innovation. Roberto Riboldi, General Manager of Cerasa, is overseeing this mission; a leader whose vision, combined with that of other members of the Family, has significantly contributed to the company's consolidation as an industry benchmark.

Riboldi, conscious of the need to combine tradition and modernity, affirms: "For us, the Salone di Milano is more than an event; it is a stage where design excellence and innovation come together to define the future trends of bathroom furniture. We have welcomed this challenge for more than forty years, during which we have consistently addressed evolving market needs with a continuously forward-thinking approach."

Founded more than four decades ago, over time Cerasa has built a solid and reliable reputation for itself, becoming synonymous with timeless elegance and a painstaking focus on quality. The company has navigated its way through eras of change in the landscape of design, maintaining a steady presence and capitalising on an approach that merges traditional craftsmanship and the most advanced manufacturing techniques. Cerasa has always believed innovation to be the driving force in ensuring every product reflects the changing needs of modern consumers. The company invests in research and development, steadily pushing beyond the boundaries of storage to propose cutting-edge solutions in terms of design and practicality.

The *DES Evolution* collection, the product of an ambitious restyling presented at the Salone di Milano, testifies to Cerasa's ongoing commitment to timeless elegance. By fusing modern and exclusive styles, the collection stands as a tangible example of how the company embraces evolving lifestyles, creating products destined to last over time.

The Sensory Journey: A Unique Experience

Cerasa invites visitors to an unforgettable experience at its stand at the Salone di Milano. The journey begins with a warm welcome at the reception desk, where each visitor will receive a guide to accompany them as they navigate the company's exhibition. A magical moment awaits visitors the minute they pass the threshold: a unique area that transforms the bathroom experience into an emotional journey. As users approach the washbasin, technology allows them to experience the emotion of seeing the world around them viewed from inside the bowl; a point of view through water that stimulates unique emotions. A powerful metaphor representing Cerasa's capacity to "see beyond" in its perspectival vision, innovatively transforming the way bathroom furniture is conceived.

DES Collection Sophistication and Modernity

The display area dedicated to the restyling of the *DES Evolution* collection will be the crux of the stand. Here, visitors will be able to explore the latest ideas and details of the design characterising each and every Cerasa creation. The *DES Evolution* collection interprets and embraces a modern, sophisticated and contemporary style, far exceeding the audience's expectations. It will be presented with a new look, new materials in an array of finishes, while maintaining its extensive modularity to meet the varying needs of different domestic settings. Four stylistic and colour proposals will be showcased, corresponding to four, well-defined user profiles.

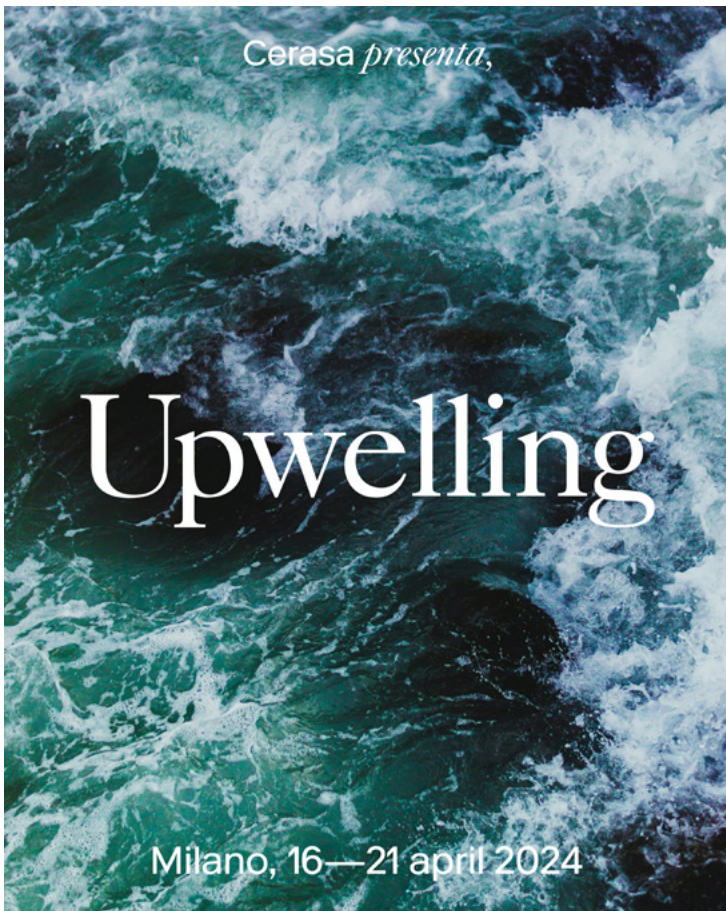
The sensory journey concludes with an interactive and personalised experience.

Visitors will enjoy use of a large touch screen, where they can take a short test to identify which user category they most reflect and which DES Evolution solution best corresponds to their profile. This conclusive moment represents a preview of what's to come and confirmation of how the collection effortlessly adapts to each customer's preferences and expectations, transforming the act of buying bathroom furniture into a personalised experience.

Beyond the Salone: Invitation to the Flagship Store

Cerasa will also be at the Fuori Salone with a thrilling initiative at its flagship store in Via Brentano, Milan, from 16 to 17 April, from 5.30 p.m. onwards. On 16 April, an event called "Quadriarmonia" will take place, where all participants in the design district celebrate their collections against a backdrop of musical entertainment and food. On 17 April, Cerasa will invite its guests to partake in an "armocromia" (colour harmony) experience and explore its collections complete with all the latest additions in the DES Evolution range. The flagship store will be open every day throughout the Salone, presenting visitors with the opportunity to discover the entire range of collections in a welcoming setting.

Salone del Mobile Pavilion → 10 Stand → B14, B16 Fuorisalone → Flagship Store via Giuseppe Brentano.



Cerasa srl
via Borgo Nobili 19
Bibano di Godega
di Sant'Urbano
31010 Treviso, Italy
+39 0438 78 34 11
relazioniesterne@cerasa.it
www.cerasa.it

CERASA®