



VERSACE

CERAMICS

2021

 **GARDENIA
ORCHIDEA**

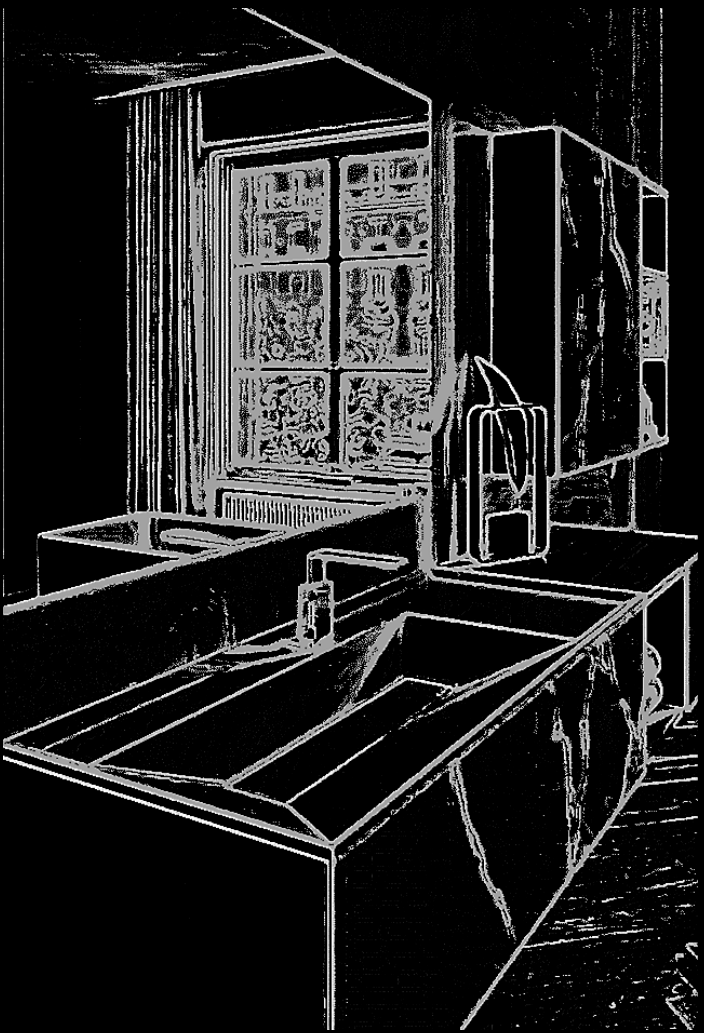
New Licensing

The fashion house recently announced a new furniture license agreement with Lifestyle Design which is the leading Italian manufacturer and distributor of high-end furniture.

“When Versace home was launched, we wanted everyone to be able to experience the Versace lifestyle not only through our fashion, but also in their homes,” designer Donatella Versace says in a statement. “The idea that Lifestyle Design will make our furniture is very exciting,” he adds. “Now we will be able to be more ambitious and further grow the collection thanks to the expertise of our new partners”.



**VERSACE
STRENGTHENS HOME
LICENSES**



Licensed agreement furniture and bathroom accessories



In October 2020 the licensing agreement between Gardenia and Versace was renewed

ADVANTAGES: STRENGTHENING PROPOSAL

- Greater brand identity, total look
- Greater potential in projects (residential and contract)
- Potential revenue expansion



New Versace Home show room in Milan

The new Versace home showroom will be inaugurated by April 2021, representing the concept with which the maison will develop its sales network in the world.



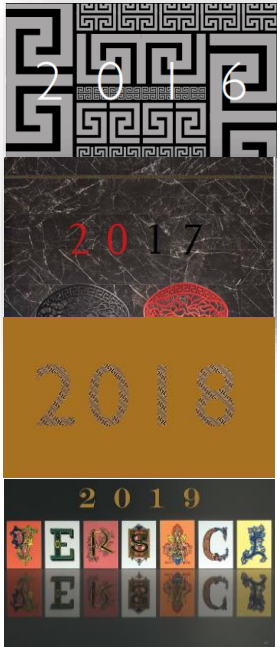
Palazzo Cusini via Durini, 11 Milan, will host the new Versace home show room with an area of about 500 square meters

Gardenia - Versace

23

twenty-three years of history

Exclusivity and reliability





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CERAMICS

MAXIMVS 2020



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MAXIMVS - METEORITE - ALPHABET



MAXIMVS

Il rapporto tra design
ed estetica crea incroci
espressivi fra storia e
contemporaneità.

New crossroads between history
and contemporary are created by the
junction of design and aesthetic.

120x278



4

5

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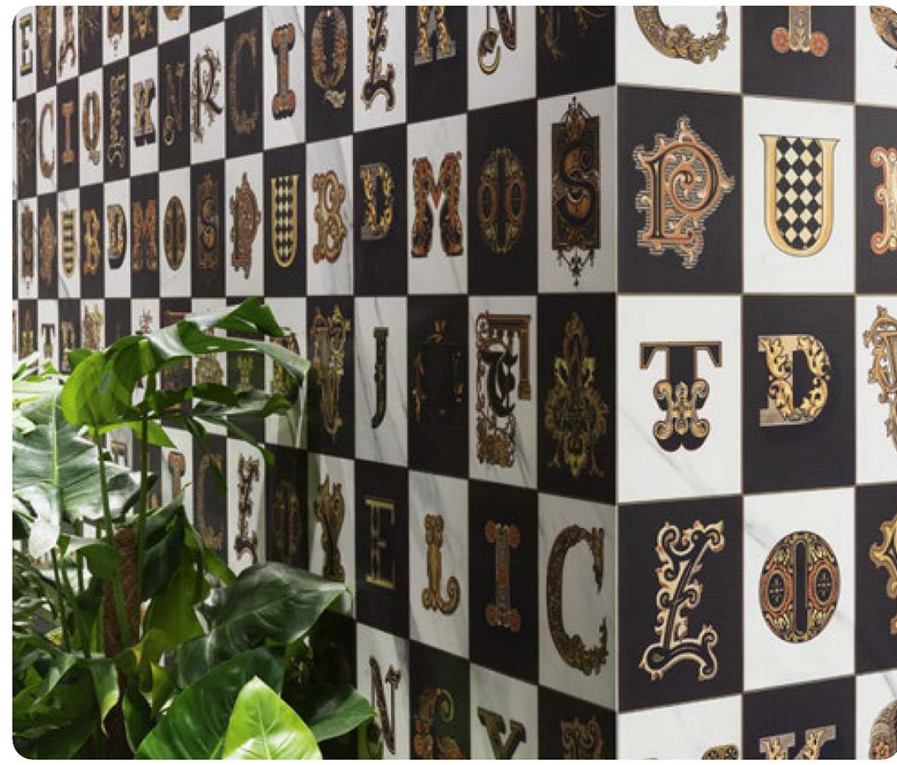






FLOOR
METEORITE BIANCO LAP 20x120
LISTELLO GRECA BIANCO/ORO 2,7x60
WALL
LETTERING BIANCO / NERO / ORO 120x278

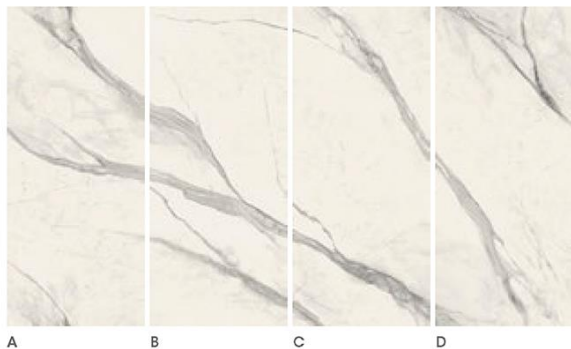
MAXIMVS



WALL
LETTERING BIANCO / NERO / ORO 120x278



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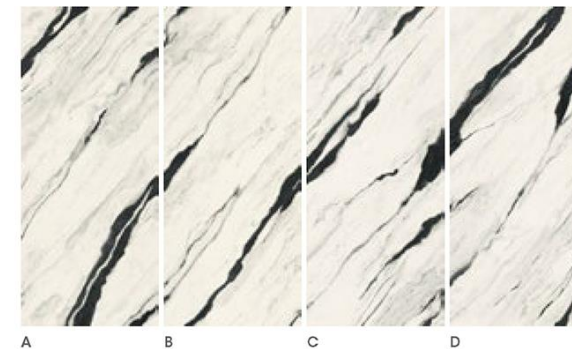


SCHEMI DI POSA

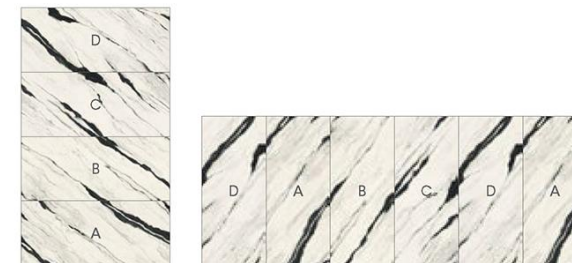
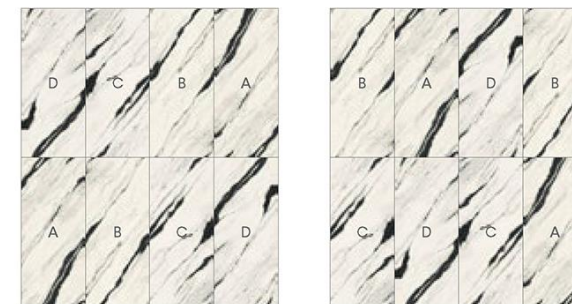


STATUARIO WHITE
LAPPATO

63100 120x278 A	63101 120x278 B
63102 120x278 C	63103 120x278 D



SCHEMI DI POSA



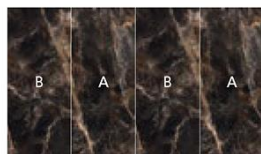
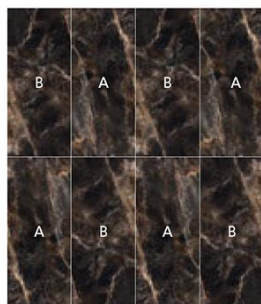
PANDA WHITE
LAPPATO

63110 120x278 A	63111 120x278 B
63112 120x278 C	63113 120x278 D



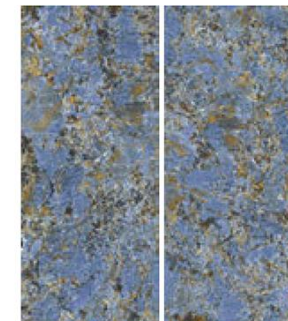
A B

SCHEMI DI POSA



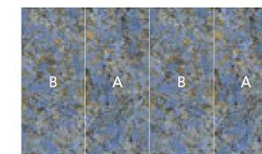
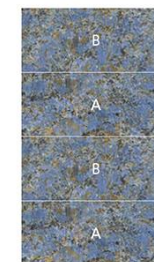
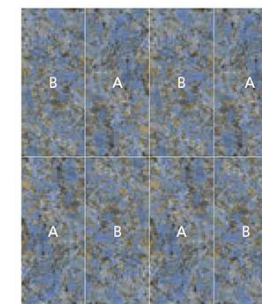
GALAXY BROWN

LAPPATO 63130 120x278 A 63131 120x278 B



A B

SCHEMI DI POSA



GALAXY BLUE

LAPPATO 63120 120x278 A 63121 120x278 B

MAXIMVS 6 MM

WALL DECOR



63142 120x278
MEGABAROCCO COLOR



63143 120x278
MEGABAROCCO BIANCO/NERO/ORO

CONTINUITÀ DI POSA



MEGABAROCCO COLOR



MEGABAROCCO BIANCO/NERO/ORO



LETTERING BIANCO/NERO/ORO 63140 120x278 A 63141 120x278 B





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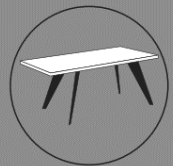
NEW COLLECTION 21

MARKET TREND

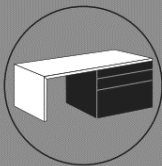
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Today ceramic products are experiencing yet another technological revolution. The characteristics of the latest generation porcelain stoneware are unrivaled by other materials and this creates new market opportunities.

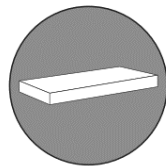
In the near future, ceramics will increasingly be a cladding element not only for the traditional surfaces it was intended for, floor and walls, but also for furnishing elements, worktops and facades of large buildings.



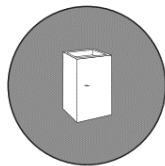
PIANI PER TAVOLI
Table top



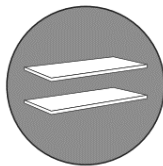
TOP CUCINA
Kitchen counter top



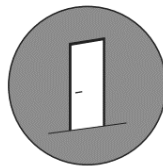
TOP BAGNO
Bathroom top



LAVABO
Washbasin



MENSOLE
Shelf



PORTA
Door



FIORIERE
Planter



SEDUTE
Seats



VERSACE CERAMICS PROJECT

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Versace ceramics project represents the natural backdrop on which to develop the lifestyle of the fashion house.

When we think of Versace brand products, we need to develop coherent lifestyle items that can promote and strengthen the contents of one of the most internationally recognized Italian fashion brands.



AESTHETIC FEATURES

Ceramic, in its centuries-old history, has been the subject of many evolutions, lending itself as a vehicle for art, architecture and industry,

always new but with ancient roots.

The variables of surface, color and reflectance allow to expand the sensory experience of users, making it engaging and providing designers with an infinite palette of combinations. In this sense, the decoration represents the apex and allows the material to be brought to life by giving it rhythm, movement, through interaction with the environment and light.

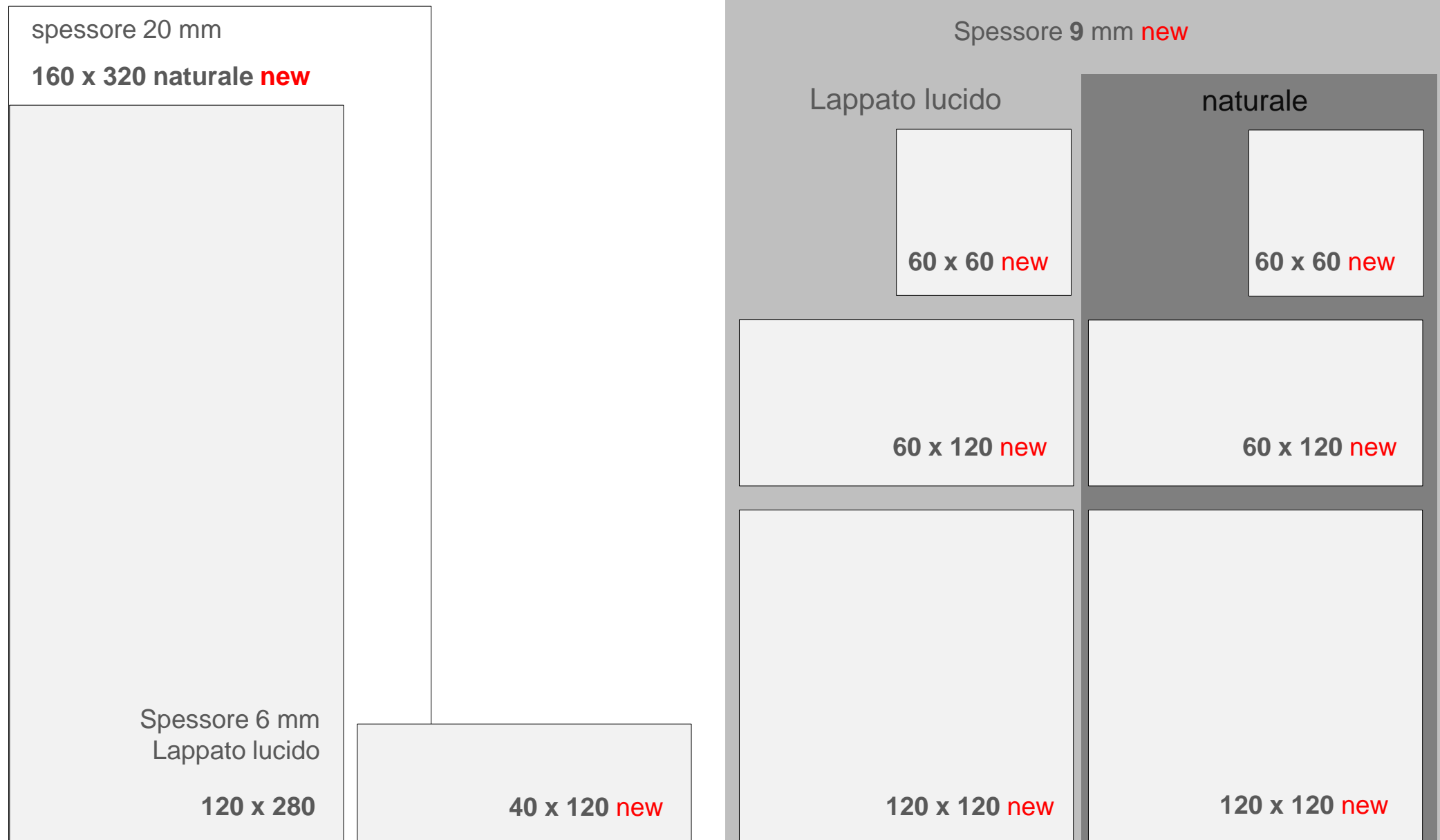




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MAXIMVS NEW 2021
LA COLLEZIONE

4 NEW SIZES - 2 SURFACES - 3 THICKNESSES

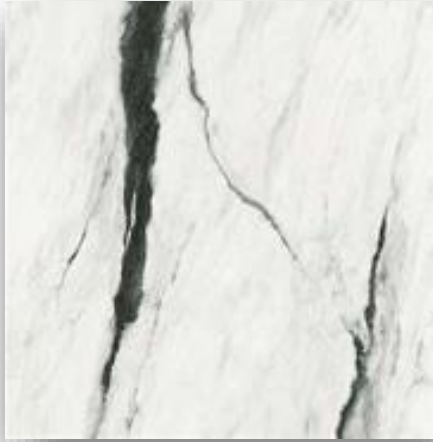


8 COLORS 4 NEW

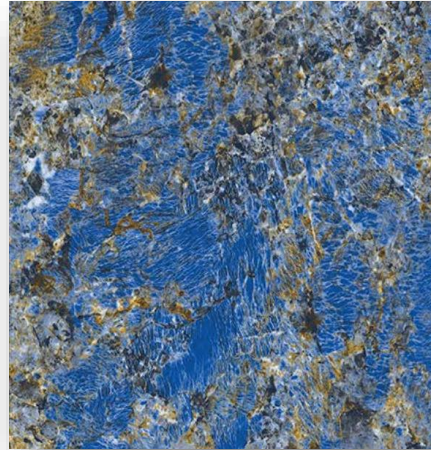
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STATUARIO WHITE
(MARMO STATUARIO BIANCO - ITALIA)



PANDA WHITE
(MARMO PANDA BIANCO - CINA)



GALAXY BLUE
(LAPISLAZZULI - CINA)



GALAXY BROWN
(CRISTALLO MICA - INDIA)

NEW



CALACATTA BRIGHT
(MARMO CALACATTA ORO - ITALIA)



CALACATTA GREEN
(MARMO CALACATTA VERDE - ITALIA)



ROSA VENEZIA
(MARMO ROSSO VENEZIA - ITALIA)



BLACK & GOLD
(PORTORO NERO/ORO - ITALIA)

STATUARIO WHITE 4 GRAPHICS 120X280

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PANDA WHITE

4 GRAPHICS 120X280

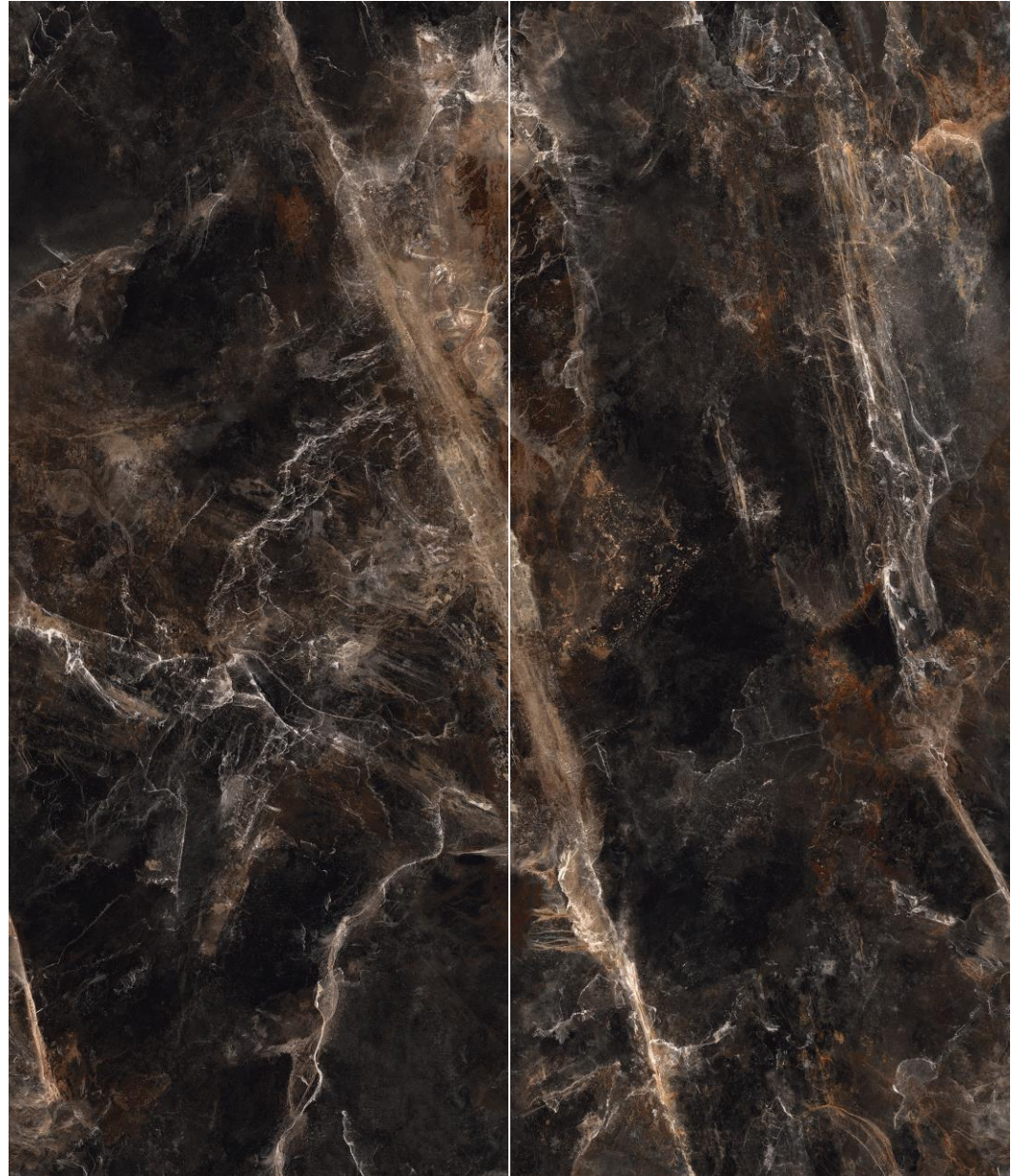
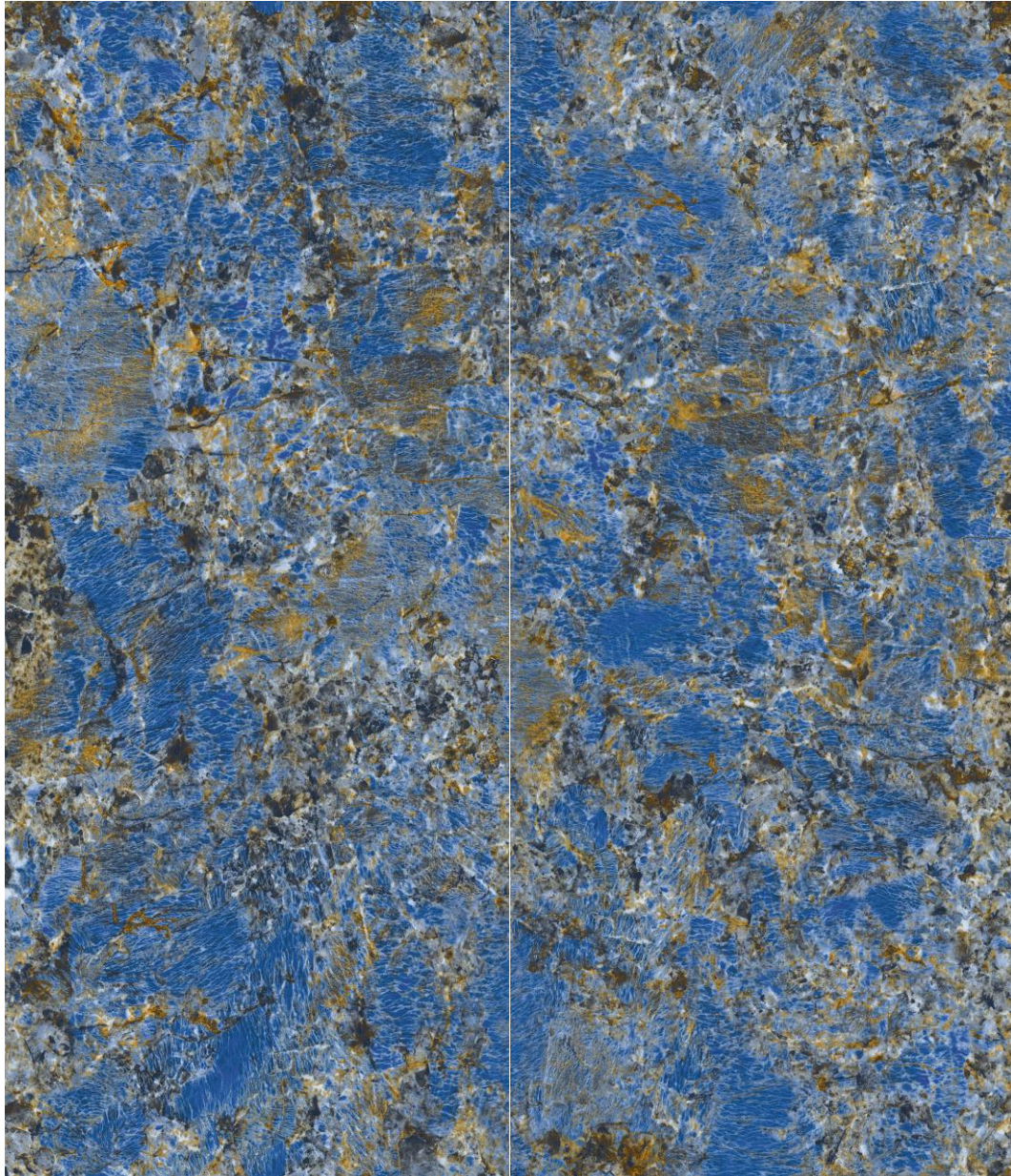
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GALAXY BLUE & BROWN

2GRAPHICS 120X280

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COLORS NEW: CALACATTA BRIGHT

4 GRAPHICS 120X280

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COLORS NEW: CALACATTA GREEN

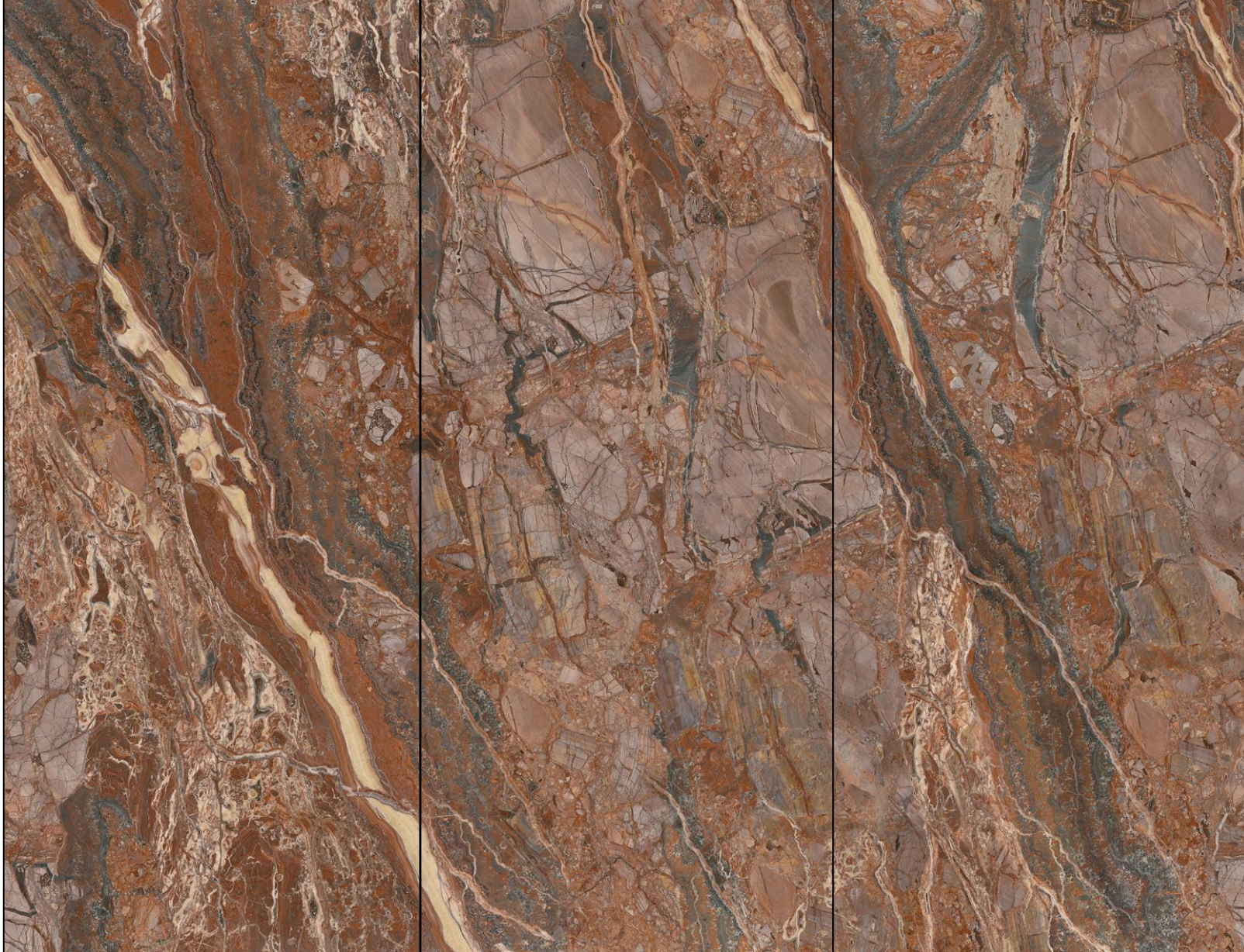
3 GRAPHICS 120X280

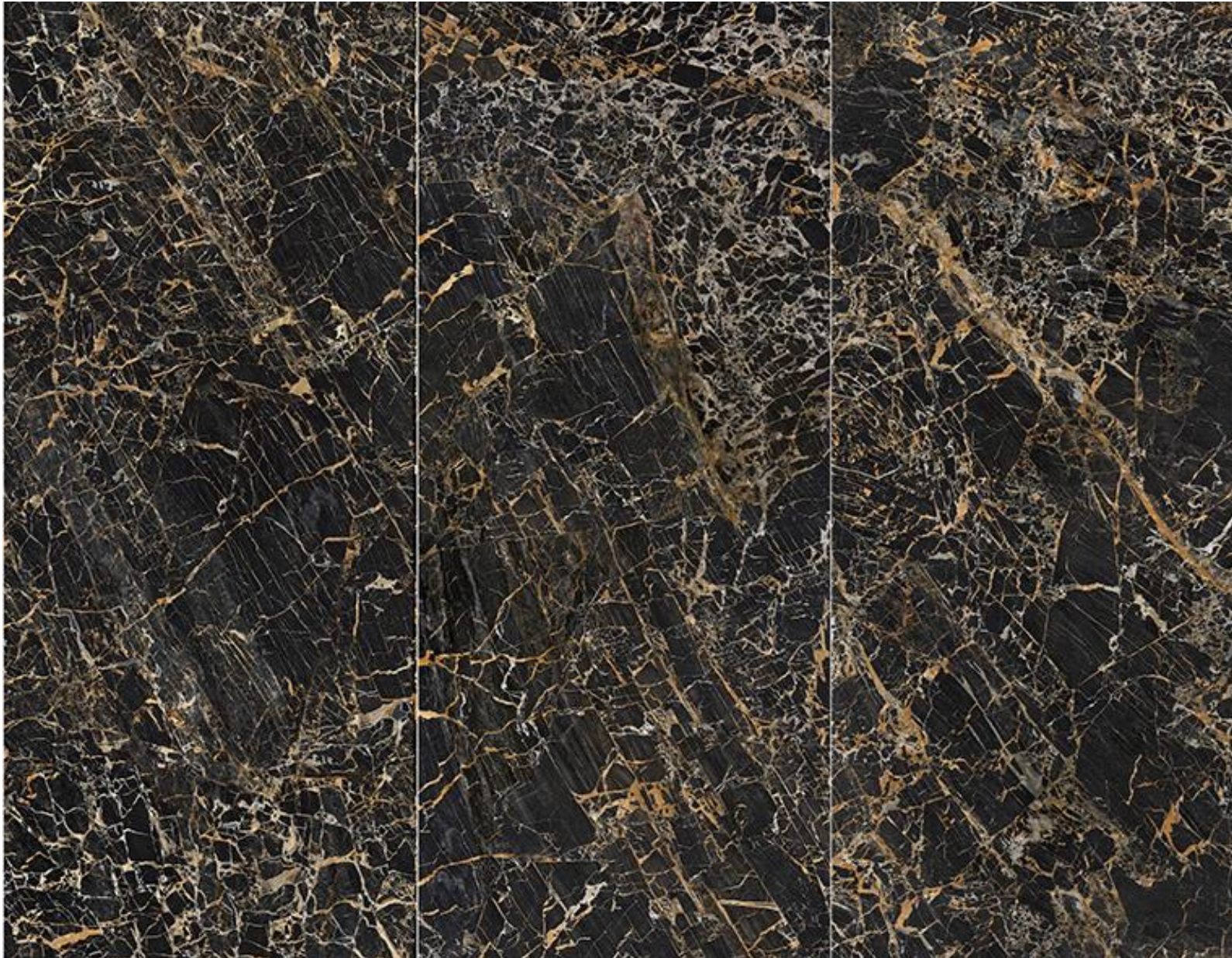
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COLORS NEW: ROSA VENEZIA 3 GRAPHICS 120X280

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NEW DECOR MEGABAROCCO 4 COLORS

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STATUARIO WHITE

(MARMO STATUARIO BIANCO - ITALIA)



120X280 - 6 mm
120X120 - 60X120 9 mm

160X320 - 20 mm

CALACATTA BRIGHT

(MARMO CALACATTA ORO - ITALIA)



120X280 - 6 mm
120X120 - 60X120 9 mm

160X320 - 20 mm

BLACK & GOLD

(PORTORO NERO/ORO - ITALIA)



120X280 - 6 mm
120X120 - 60X120 9 mm

ROSA VENEZIA

(MARMO ROSSO VENEZIA - ITALIA)



120X280 - 6 mm
120X120 - 60X120 9 mm

MEGABAROCCO

120X280 6mm - 160X320 20mm

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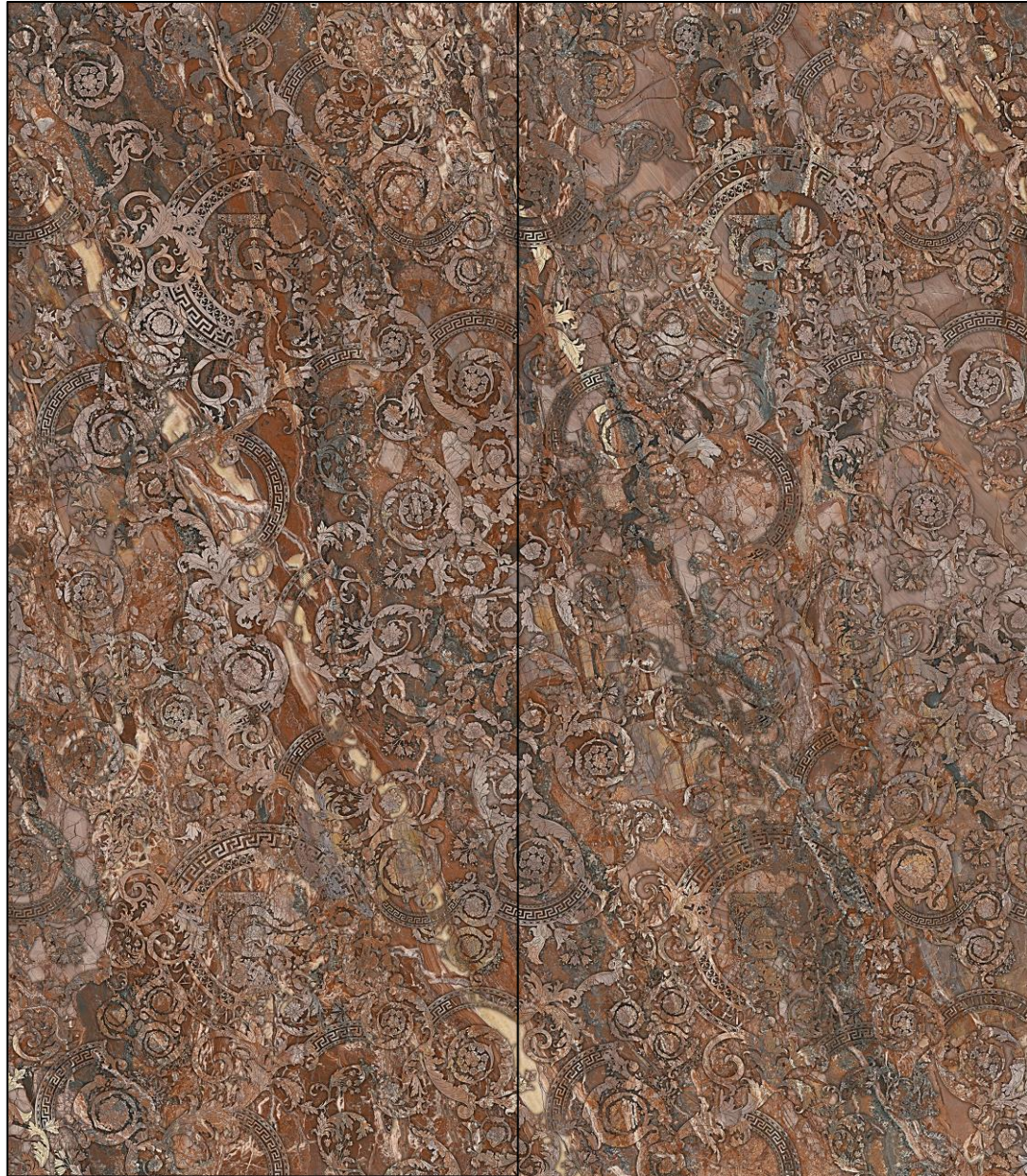
STATUARIO WHITE



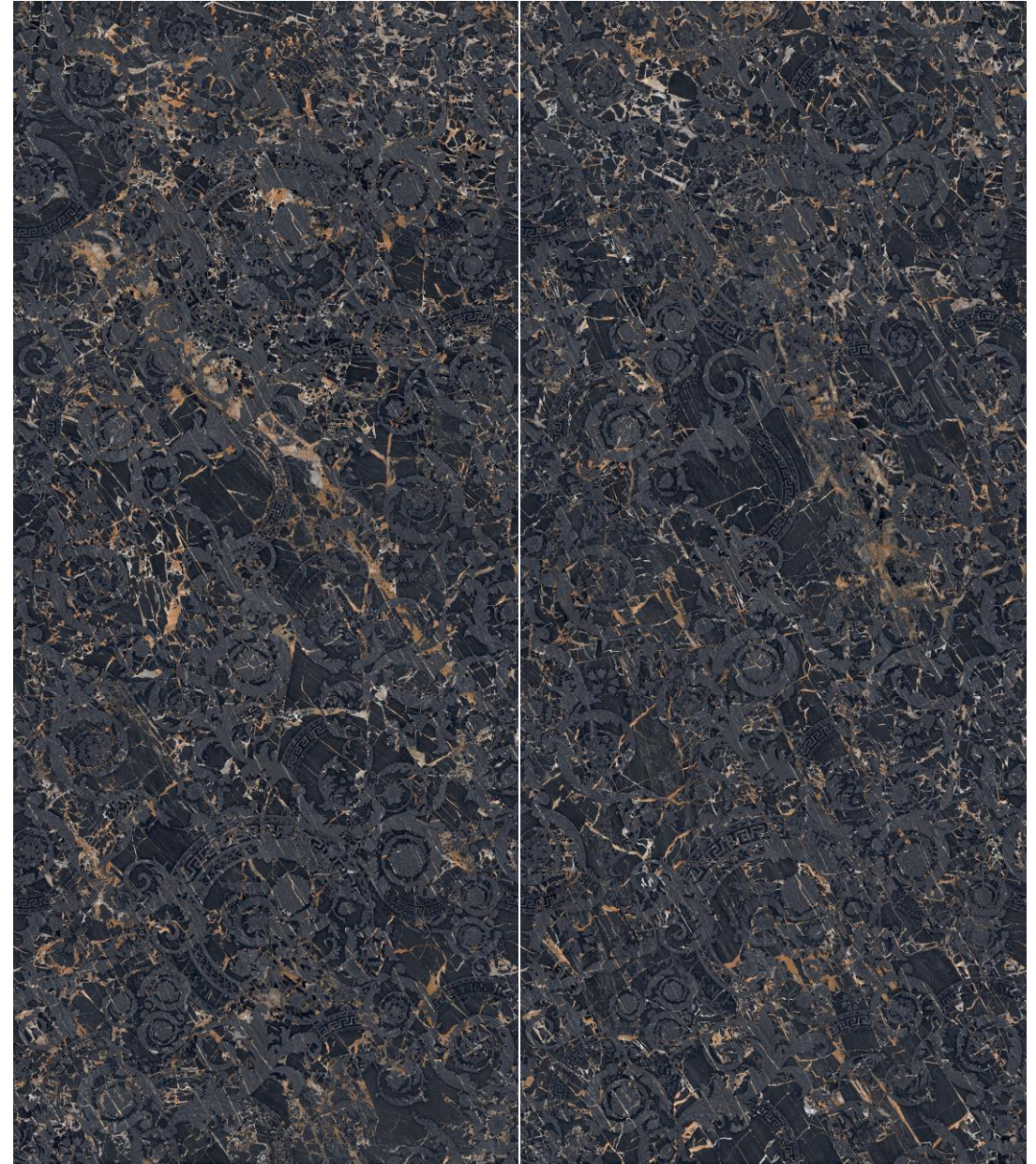
CALACATTA BRIGHT



ROSA VENEZIA



BLACK & GOLD



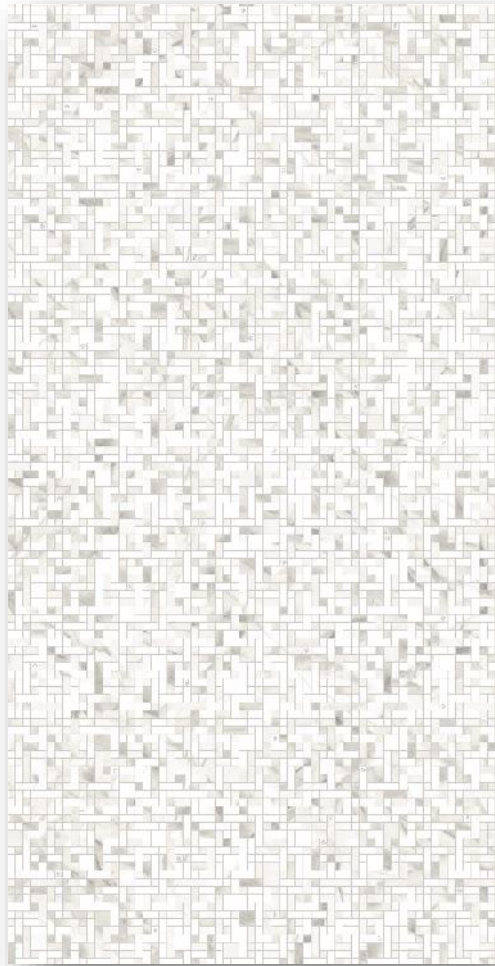
SUMMARY OF MAXIMVS FIELDS

RIEPILOGO FONDI		SPESSORE 6 mm		SPESSORE 9 mm						SPESSORE 20 mm
		120 X 280	40 X 120	120 x 120		60 x 120		60 x 60		160 X 320
	COLORE	lucido	lucido	lucido	naturale	lucido	naturale	lucido	naturale	naturale
	STATUARIO WHITE	*	*	*	*	*	*	*	*	
f.do decorato	STATUARIO WHITE	*	*	*		*				*
	CALACATTA BRIGHT	*	*	*	*	*	*	*	*	
f.do decorato	CALACATTA BRIGHT	*	*	*		*				*
	BLACK & GOLD	*	*	*	*	*	*	*	*	
f.do decorato	BLACK & GOLD	*	*	*		*				
	ROSA VENEZIA	*	*	*		*		*		
f.do decorato	ROSA VENEZIA	*	*	*		*				
	PANDA WHITE	*	*	*		*		*		
	CALACATTA GREEN	*	*	*		*		*		
	GALAXY BLUE	*	*	*		*		*		
	GALAXY BROWN	*	*	*		*		*		
	ROSA VENEZIA	*	*	*		*		*		

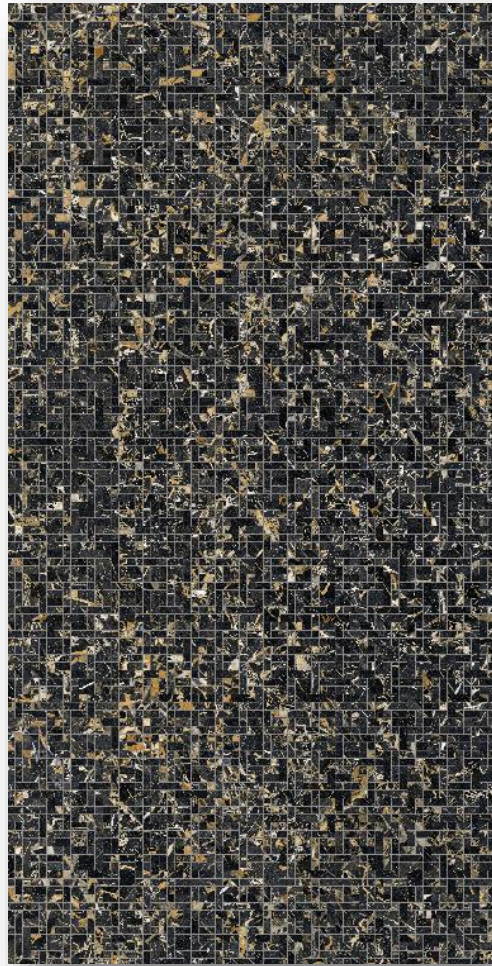
* Da confermare

MOSAICO DDG 60 x 120 9mm

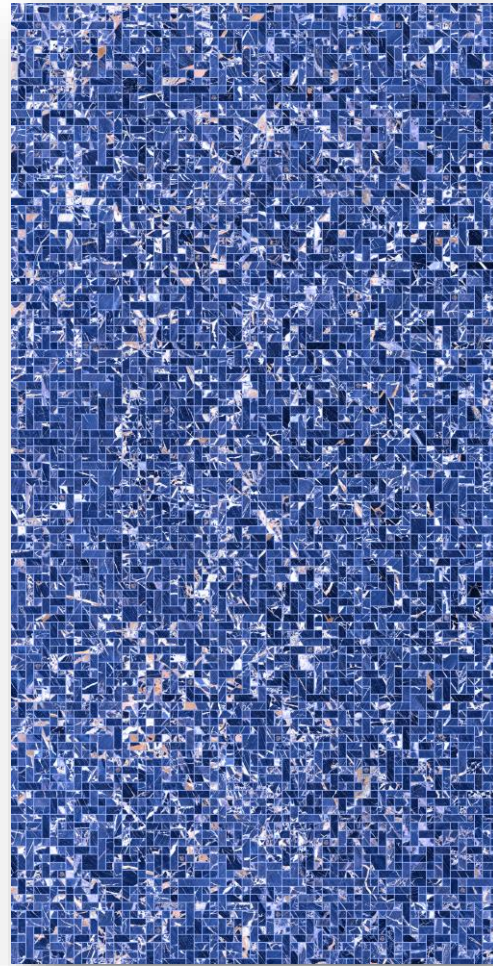
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WHITE



BLACK / GOLD



BLUE

Surface detail



SLAB DECORATIONS 120 X 280

LISTELLO
GRECA



MEGABAROCCO
B / N / ORO



MEGABAROCCO
COLOR



ALPHABET
B / N / ORO

SLAB DECORATIONS 120 X 280

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6 NEW HD DECORATIONS USING GOLD AND PLATINUM



BAROCCO MIRROR
ORO / PLATINO



BAROCCO
B / N / ORO



FOULARD B/N
ORO



MEDUSA
ORO



TRESOR DE LA MAR
COLOR / ORO



TRESOR DE LA MAR
BLUE / COLOR / ORO

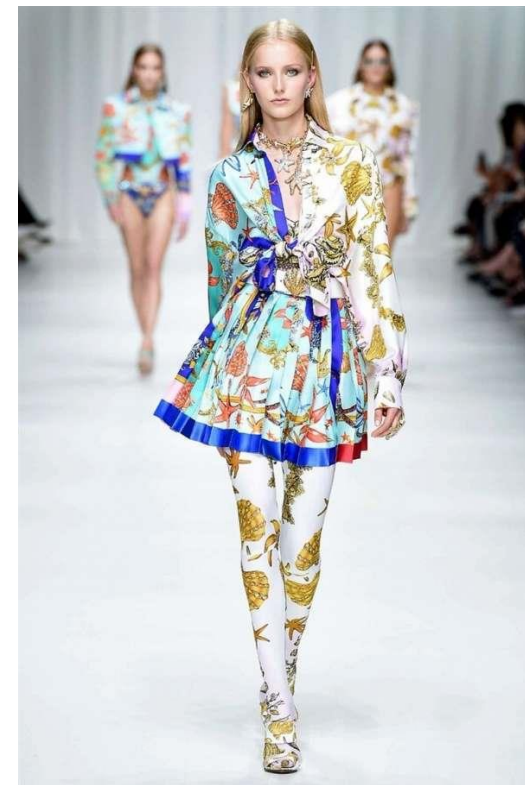
VERSACE



SRING SUMMER FASHION COLLECTION 2021



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tesor de la mar

VERSACE
CERAMICS

TRESOR DE LA MAR
GALAXY BLUE

GOLD DETAILS ON POLISHED SURFACE





TRESOR DE LA MAR COLOR
STATUARIO WHITE

OLD DETAILS AND SUPER HIGH DEFINITION COLOR

VERSACE
CERAMICS





Barocco



VERSACE
CERAMICS

DECORAZIONI SU LASTRA

VERSACE
CERAMICS



Precious details made with
the use of precious
materials, special colors,
gold and platinum

BAROCCO B/N/ORO
STATUARIO WHITE

RICH DETAILS IN GOLD MAKE THE
SURFACE LIVE WITH LIGHT

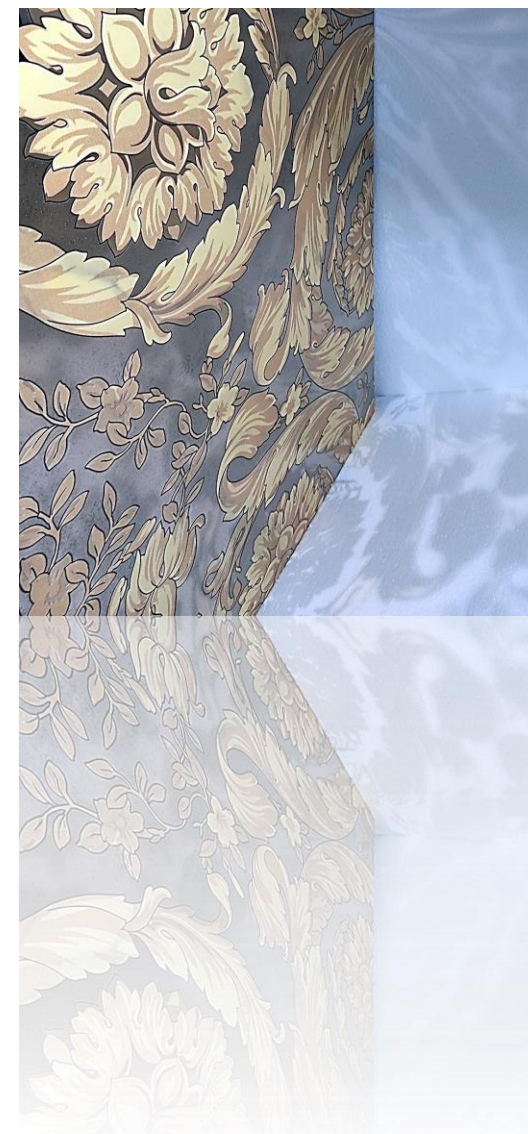
VERSACE

CERAMICS

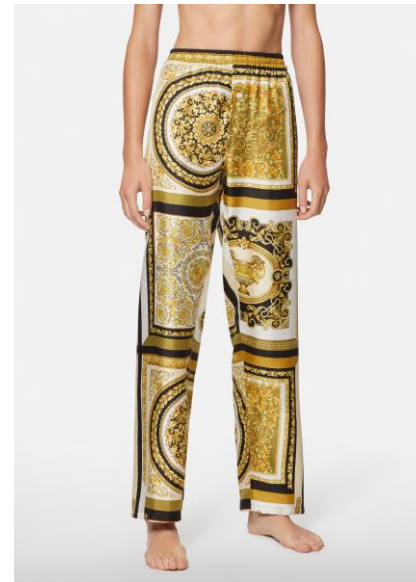
BAROCCO MIRROR

ANTIQUE MIRROR BOTTOM
OBTAINED BY MIXING
GOLD AND PLATINUM

LIGHT PROJECTS THE GRAPHICS
ON THE SURROUNDING WALLS
WRAPPING THE OBSERVER AT 360 °



GIOCHI DI LUCE E RIFLESSI
DELLE MATERIE



Foulard





FOULARD COLOR ORO
BLACK & GOLD

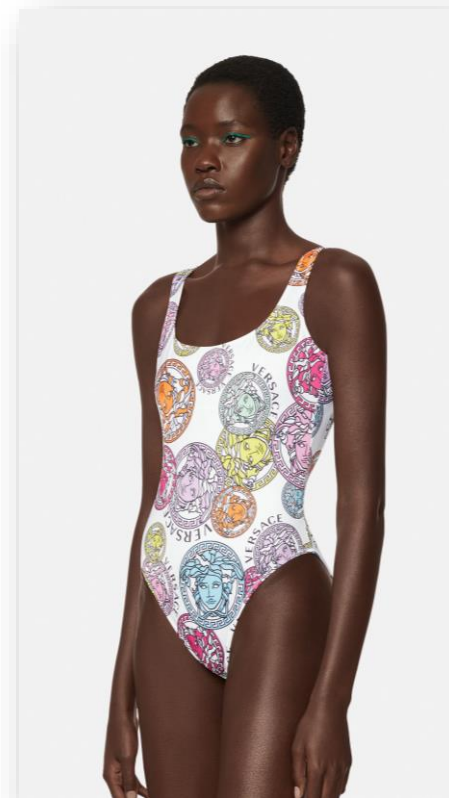
VERSACE
CERAMICS



THE ICONOGRAPHIC PRINTS OF VERSACE
REPRODUCED TO VERY HIGH DEFINITION E
EMBELLISHED WITH GOLD DETAILS



VERSACE
CERAMICS



Texture meduse

VERSACE
CERAMICS

MEDUSA ORO
GALAXY BROWN

GAMES OF REFLECTIONS ON THE
JELLYFISH MEDUSA MADE IN
GOLD





VERSACE
CERAMICS



Barocco

NEW DECORATIVE FINISHING ELEMENTS

SUITABLE FOR USE BOTH A
WALL AND FLOOR RESIDENTIAL

VERSACE
CERAMICS

LISTELLO FIRMA 2,7 X 60



FASCIA GRECA 10 X 60



FASCIA BAROCCO 20 X 60



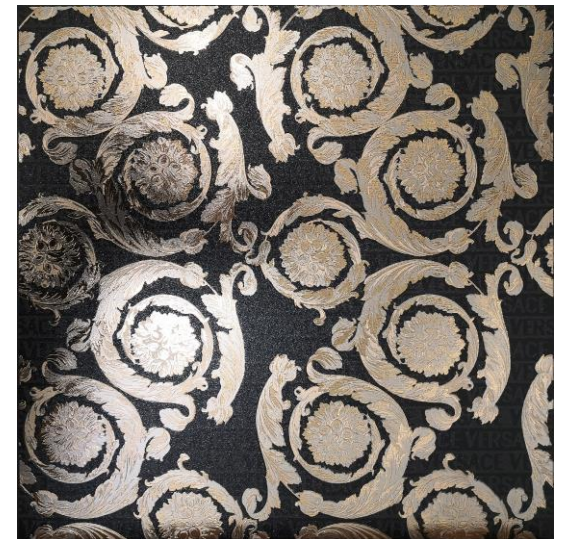
FASCIA BAROCCO 30 X 120



MEGABAROCCO METALLO 60 X 60



BAROCCO 60 X 60



NEW DECORATIVE FINISHING ELEMENTS

VERSACE
CERAMICS

BAROCCO NERO / ORO



BAROCCO BIANCO / ORO



Relief details, craftsmanship,
use of precious materials, gold
and platinum to create authentic
artistic ceramics



MEGABAROCCO MET. NERO



VERSACE
CERAMICS



MEGABAROCCO
MET. BIANCO



VERSACE
CERAMICS



LISTELLO FIRMA
FASCIA GRECA

FASCIA GRECA BIANCO / ORO



SUMMARY ...

LARGE MAXIMVS SHEETS: Selection of noble materials and precious decorated surfaces

- ❑ Large ceramic slabs are making their mark on the market and the Versace Ceramics range is enriched with new essences and iconic decorations of the brand.
- ❑ The trend towards surface decoration is returning more and more in new projects and for Versace it represents a unique opportunity to express its core values
- ❑ The collection is enriched with new formats and surfaces to meet every need
- ❑ New surface made with DDG technology that allows you to integrate the graphics of the product with its typical structure



VERSACE
CERAMICS

Grazie dell'attenzione
ARRIVEDERCI



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