

**ALLURE:**  
**ALL THE CHARM AND APPEAL OF A COLLECTION THAT CELEBRATES**  
**THE ETERNAL BEAUTY OF MARBLE**

**A new Cotto d'Este range featuring striking patterns and colour contrasts with stunning effects that make spaces majestic and evocative.**

**Allure**, the new collection that Cotto d'Este will present as an absolute preview at Design Week in Milan next September, and in a more complete and comprehensive way at the next edition of Cersaie (Bologna, 27 September - 1 October), encapsulates all its essence in its name. Charm, seduction, glamour and unparalleled beauty that **intensely expresses the qualities of marble, a timeless material with a changeable appearance thanks to its fine and branched veins**. A natural element with eternal charm, pristine and intense, absolute and iridescent.

For the *Allure* collection, Cotto d'Este's inspiration ranges from the purity of Carrara marble to the more intense shades of materials quarried from the Bergamasque Alps, borrowing from distant lands such as Brazil, where marble is distinguished by its lively colours and irregular intensity.

*Allure* fully expresses Cotto d'Este's talent for conveying both the beauty and impact of marble, an exquisite, high-quality material which, in this collection, satisfies a wide range of different stylistic requirements that share the common goal of creating striking interior design landscapes. The allure of marble from **different worlds is projected onto large, thin Kerlite slabs** that allow vein patterns to flow uninterrupted with textures that are simultaneously deep and superficial, both on the wall and floor.

A spectacular marble effect for spaces with an enchanting balance between tradition and modernity, strongly representative of the brand and of its ability to amaze, reinterpreting nature to create prestigious and innovative projects.

With the extension of its large formats, Kerlite therefore achieves extraordinary results in terms of its ability to lend charm and beauty to spaces. It is thin, versatile and durable thanks to its unique glass fibre reinforcement.

More specifically, the collection is divided into two types of effects: **Héritage**, characterised by slabs inspired by **precious** marble in delicate and bright shades, and **Scénique**, consisting of solutions that vigorously inject character and personality into the spaces where they are inserted.

**Héritage** includes three variants – *Calacatta*, *Paonazzetto* and *Tundra J.-*, which **transport observers into a bright and pure dimension**. You will be captivated by the absolute white of *Calacatta* with its anthracite veins, which often fade to hazelnut and ochre, as well as by the brighter whiteness of *Paonazzetto*, embellished with light haloes that turn to beige, ivory and ice grey. *Tundra's* neutral grey background is uniform and inviting with an enveloping, yet discreet look and a richly textured, yet unobtrusive colour scheme. These bases could be described as impalpable, highlighting veins that are sometimes accentuated, but more often subtle and delicate, emphasising tones that seem full of light: ivory, anthracite, ochre, grey and brown.

**Scénique** includes the *Alaska*, *Riviera* and *Orobico* ranges, which **exude an intense tactile appeal with granite textures and marble blocks**, featuring ever-changing colours and grain sizes. The backgrounds vary in colour from creamy white to light grey, dove grey, ochre, and a black that fades to brown, with inserts in warm colours that make it less dark and brighter. The vein patterns are the standout features of tactile surfaces with a very striking effect: in *Alaska*, marble blocks are set inside the granite texture in which the stone seems harder and more resistant, blending different colours.



In *Riviera*, the original green background and veining, together with a subtle granite texture, contribute to a sense of movement and dynamism, resulting in environments that are never the same. Finally, *Orobico* represents Cotto d'Este's harmonious interpretation of a multitude of shades – from yellow and red to dove grey and beige – on a black background: a fascinating journey with very striking arabesques and a black “warmed” by the iridescent tones of the rich texture.

In the Allure collection, too, the surfaces – Cotto d'Este's hallmark and crowning achievement – surprise with their soft and velvety feel. The Héritage category features **Glossy** and **Smooth** finishes, while the Scénique version is distinguished by **Glossy** and **Touch**. Glossy is available in all colours: mirror-polished, it gives marble an exquisite, intense shine; Smooth – only available in the Calacatta, Paonazzetto and Tundra ranges – is an extremely sophisticated smooth finish with a matt reflection. Finally, Touch – available in Alaska, Riviera and Orobico – an extremely refined surface, unique in the ceramic field, obtained by full lapping, stands out for its very sophisticated polished and opalescent reflection.

The collection is also part of the PROTECT® range, whose surfaces, besides being beautiful and extraordinarily resistant, have been designed with Microban® technology: an antibacterial shield incorporated in the ceramic product, which eliminates up to 99.9% of bacteria from the surface. The result is a constantly protected surface which guarantees impeccable hygiene and that is not alterable by use or weather conditions.

Cotto d'Este once again focuses on aesthetic research interwoven with the incomparable gift of reinterpreting the beauty of nature, creating a new, captivating material for original projects – both residential and contract – with extraordinary performance.

## Technical details

### Colours:

- Calacatta, Paonazzetto, Tundra J., Alaska, Riviera, Orobico

### Finishes:

- Glossy (all colours)
- Smooth (Calacatta, Paonazzetto, Tundra J.)
- Touch (only Alaska, Riviera, Orobico)

### Sizes:

- All the versions are available in the following sizes: **120x278 cm, 120x120 cm, 60x120 cm**



## **COTTO D'ESTE – Company PROFILE**

**Sophistication, quality, and excellence.** For more than 25 years **Cotto d'Este** has been producing extremely high quality porcelain stoneware cladding and flooring for the high-end market, becoming a privileged choice for architects and designers worldwide, who more and more often select its products for their prestigious projects.

*Beauty in Ceramics*, the company's motto, is translated into intense and tactile products characterised by **manufacturing excellence, persistent aesthetic study, and profound attention to detail**, capable of preserving the characteristics of artisan craftsmanship and of the most beautiful materials present in nature.

**Cotto d'Este** offers superior quality materials that are available in a unique range of products made up of **14 millimetre, 20mm thick surfaces** and **ultra-slim over-sized Kerlite slabs** treated with the exclusive **Protect** antibacterial technology that guarantees hygiene and protection for healthy and safe environments.

The quality and aesthetic perfection of Cotto d'Este ceramic surfaces is also accompanied by the most **important international certifications** and an **exclusive 20-year warranty** for all products.

Finally, the brand prides itself on its ongoing research into technological innovation and its strong **environmental focus**, which guides its activities throughout the entire manufacturing cycle.

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## **PANARIAGROUP company info**

*Cotto d'Este is part of Panariagroup Industrie Ceramiche S.p.A., an Italian multinational group, world leader in the production and distribution of ceramic surfaces for floor and wall coverings. With over 1,700 employees, more than 10,000 customers, 6 production plants (3 in Italy, 2 in Portugal and 1 in the USA) Panariagroup is one of the leading players in its sector.*

*Specialized in the production of porcelain and laminated stoneware, through its commercial brands (Panaria Ceramica, Lea Ceramiche, Cotto D'Este, Blustyle and Maxa in Italy, Margres and Love Tiles in Portugal, Florida Tile in the United States and Bellissimo in India), Panariagroup offers high-quality and prestigious solutions for all the needs of residential, commercial and public architecture.*

*Panariagroup is an international company present in Italy, Portugal, the United States, India and in over 130 countries worldwide with a large and widespread sales network.*

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