

NEW
PERSPECTIVES

eliane

New
Connections

L'26

Design brings closer
Touch connects.
Detail transforms.



ELIANE INTRODUCES 2026 LAUNCHES: NEW PERSPECTIVES, NEW CONNECTIONS

Six new series are added to the portfolio with a concept that connects the collections through integrative aesthetics.

Eliane releases its 2026 portfolio under a concept that redefines the role of decorative surface coating in contemporary design: when architecture broadens horizons, it actually shortens human distances. Two words define this year's new products manifesto: perspectives and connections. To grasp the real essence of this launch, we have to return to the origin of perspective. The word that best conveys its meaning is perspective, which finds its root in the Latin word *perspicere*: the art of "seeing through," of observing deeply and unveiling the layers of reality.

Connection, in turn, comes from connexio, linked to the nexus root: the link, the union, the interdependence between parts. In architecture, these concepts are inseparable. Perspective is the gesture of projecting the new, while connection is the response that brings that novelty into reality. For the 2026 launches, these two feelings converge: perspective crosses the surface to reveal depths and textures, while connection takes place the very instant the vision meets the living space – technique and sensation, between design and its author. While architecture is like the stroke that draws new perspectives, Eliane is the bridge that makes this connection.

According to **Patrícia Zanivan**, design and portfolio coordinator, the 2026 product launches delve into tactile memory, bringing new meaning to raw materials. “We work on stones, cements and wood under the premise that each surface should be in conversation with the future. Through technologies such as 3D Sense, we raise realism to a level of absolute naturalness, allowing the total-look concept to create cohesive spatial narratives, where aesthetic continuity builds a perception of unity and architectural power,” Zanivan asserts.

MEET THE SIX NEW SERIES IN THE COLLECTION

PALATINO

This thought is embodied in series that move naturally between the classic and the contemporary in a seamless fashion. Palatino revisits the monumentality of Rome by translating travertine into two cuts – vein cut and cross cut – that evoke the stone’s historical solidity.

Veincut



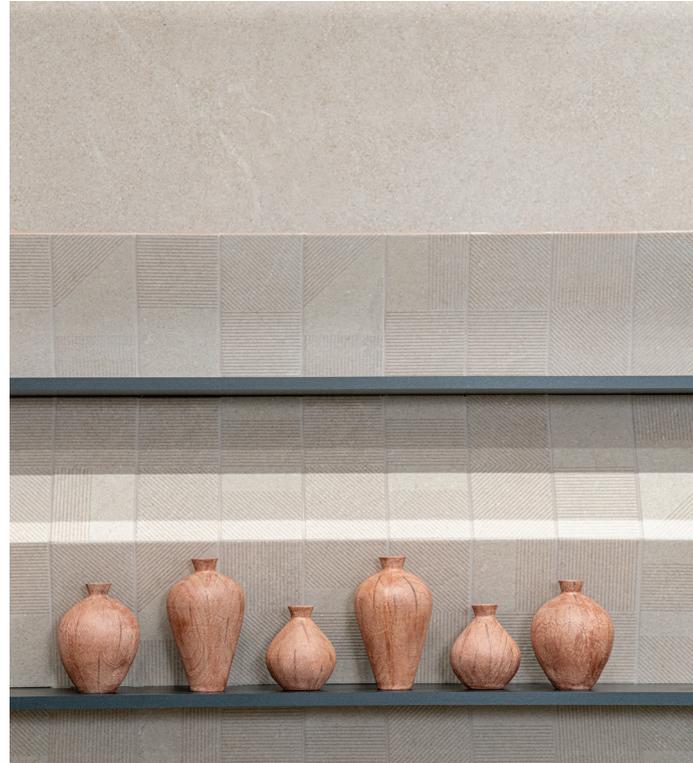
Crosscut



Backsplash and countertop: Palatino Vein Marfim AC 3D 48"x107"
Countertop front: Mos Palatino Vein Marfim AC 3D 12"x12"

ORIS

Oris, in turn, is born from the contemplation of the horizon line, oris terrae, using the aesthetics of Limestone to represent the passage of time in subtle and silent layers.



Wall: Oris Brut MA 3D 4" x 8" and Oris Brut AC 3D 47" x 47"

ROVERE

Rovere reframes European oak, gaining sensory depth and warmth through 3D Sense technology.



Floor: Rovere Avelã MA 3D 7.8" x 47"
Wall: Palatino Vein Alvor Marfim MA 17.7" x 47"



Floor and Wall: Aura Corda 63" x 63"

AURA

Aura appropriates the Wabi-Sabi philosophy to celebrate aging concrete — its flaws become beauty, and the wear and tear of time becomes narrative.

LUMA

In Luma (from the Latin word *lūmen*), light, a primordial element of architecture, takes shape through organic embossments that reveal volumes and textures in unique floor designs, customizable according to the chosen direction.



Wall: Luma Indigo MA 8" x 8"
Furniture: Luma Carbono MA 8" x 8"

FLOW

Lastly, Flow celebrates the ceramic gesture and unpredictability of reactive glazes, capturing the metamorphosis of the material in movements that are, by nature, unrepeatable.

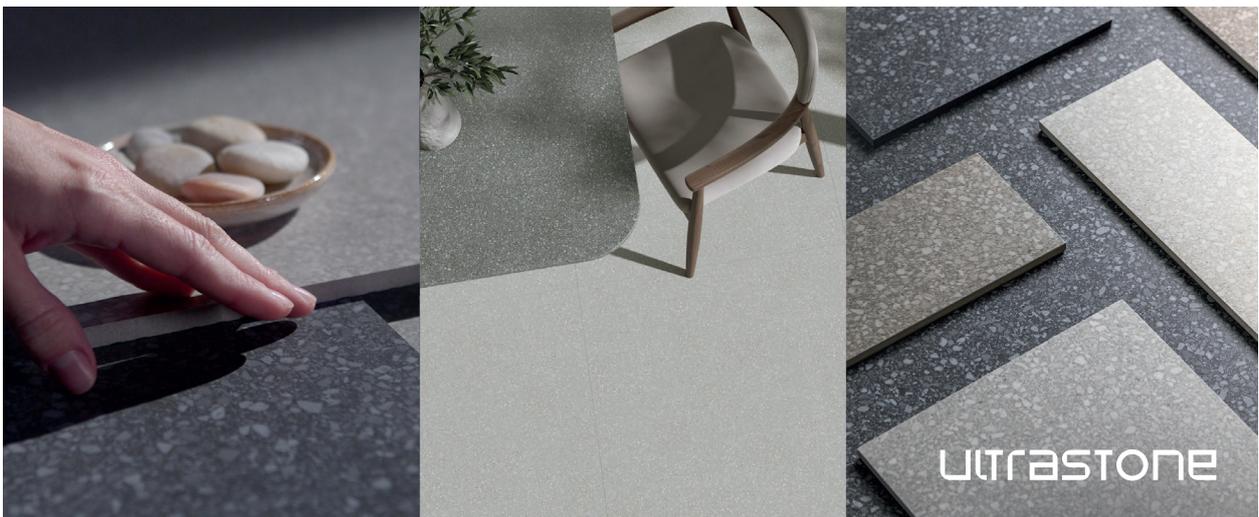


Pool: Flow Veggie BR 3" x 3"
Wall, Floor, and Pool Edge: Aura Corda EXT 35" x 35"

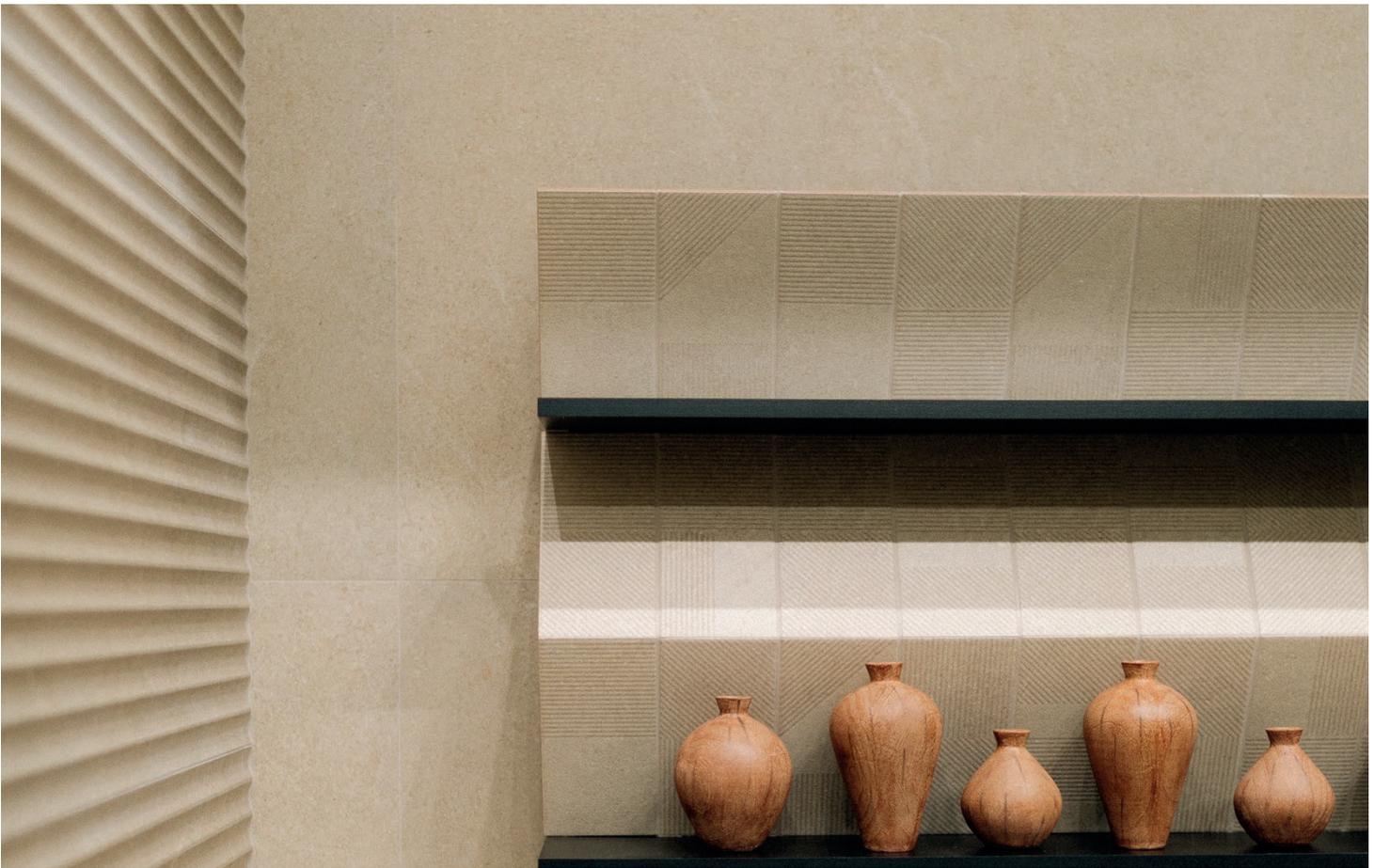
3D SENSE AND ULTRASTONE TECHNOLOGY



Showing the sensory dynamism in connection with technological innovations, 3D Sense technology ushers in a new way of seeing surfaces. By transforming digital effects into real texture, it extends the design beyond the image and creates a more immersive and sensory experience. The nuances, embossments, and variations inspired by nature gain unprecedented precision, bringing the porcelain tile closer to an almost organic expression – abounding in detail, depth, and authenticity.



The ULTRASTONE category, launched in 2025, is an evolution of full-bodied porcelain tile, designed especially for architects. Inspired directly by mineral strength, the products combine absolute realism and superior performance in full-body pieces (homogeneous mass and seamless design at all angles), which are suitable for both porcelain tile applications and high-foot-traffic areas. ULTRASTONE also unites strength and sophistication in four new series: Basalto, of volcanic inspiration; Granulato, which revisits Italian courtyards; Sólido, minimalist and essential; and Marquina, which translates the elegance of black marble into its most intense form.



Wall: Oris Brut MA 3D 4" x 8", Oris Brut AC 3D 47" x 47", Oris Roma Brut MA 17.7" x 47"

TOTAL LOOK: THE AESTHETICS OF INTEGRATION

The Total Look can be defined as the way of thinking about design as a whole. An approach that understands the environment as an integrated system, where each surface relates to the other, building a continuous and consistent visual approach. Floor and wall cease to act in isolation and begin to connect through the same materiality, that is, the same concept.

In Eliane's collections, Total Look is materialized in coordinated series that share the identity of the same design, although expressed by different embossments, formats or finishes. This diversity within the architectural language expands creative possibilities, allowing fluid and engaging

compositions. The material continuity not only covers the spaces, but brings a new perception to environments, defining the same architectural reading throughout the design.

Total Look translates the idea that space is continuity. By allowing the same aesthetics to take shape through different scales and textures, it creates remarkable environments, where each choice reaffirms the concept, and each detail contributes to creation without losing unity.

It is, therefore, an architecture designed as an integrated experience. From the floor to the walls, from the main planes to the accent elements, the same essence runs throughout the space, creating visual unity, sensory consistency, and the sense of belonging behind timeless designs – spaces that not only welcome, but remain.

ABOUT ELIANE:

Quality, technology, groundbreaking spirit and innovation are some of the words that translate Eliane. With more than 65 years in the market, the brand that was the first to manufacture porcelain tiles in Brazil is committed to innovate. Eliane has the largest and fullest portfolio of ceramic coatings. Its seven manufacturing units are distributed in two production centers. In addition, it has a showroom in São Paulo, Casa Brasil, besides a distribution center in the United States. Eliane's products can be found in more than 50 countries and, in Brazil, in more than 15 thousand points of sale. To learn more about Eliane's solutions, go to: eliane.com or [@elianerevestimentos](https://www.instagram.com/elianerevestimentos).

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