

November 11 - 2022

## RAK CERAMICS CREATES 'IMAGINE YOUR SPACE' METAVERSE EXPERIENCE.

**RAK**  
CERAMICS



We are excited to announce the exclusive launch of our very first metaverse experience, which reinforces our status as one of the most innovative ceramics brands in the world. The digital area, which was inspired by our physical showrooms, takes the customer experience one step further by enabling users to freely roam the environment, discover the most innovative collections, and do so while having a genuine RAK Ceramics brand experience.

We constructed our metaverse showroom on the Decentraland platform, which is one of the oldest and most popular blockchain-based metaverse platforms available and is now used by individuals all over the world, who can navigate a vast online environment using any device they choose. The platform has been adopted by a large number of the most successful lifestyle and fashion brands in the world, including Gucci, Elie Saab, Dolce & Gabbana, and a great number of others.

RAK Ceramics has reached a significant new milestone with the launch of the metaverse space, and we are excited to have adopted the technology. Our standing as a provider of ceramic living solutions with an emphasis on innovation is strengthened as a result. The 'Imagine Your Space' brand concept is fully embodied in RAK Ceramics' metaverse experience, which provides a world in which vision may become a reality while linking our brand to the next generations of users.

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