

## AQUAELITE at Cersaie 2025: ten years of design and the sign of a new beginning

Aquaelite is ready to open a new chapter at **Cersaie 2025**, taking place in Bologna from September 22 to 26. The fair, an international benchmark for **interior design and bathroom furnishings**, will be the ideal stage to unveil new collections and a brand-new installation, conceived to embody the values and vision that have guided the company for over **ten years**.

**“Designed to feel”** becomes the manifesto of a journey that puts everyone’s sensory experience at the center. Design is the expression of choice and daily pleasure. At the heart of this vision is **Neon**, the new showerhead that reinterprets the power of water in a unique way. With its power **rain jet**, Neon delivers a vigorous and energetic flow, yet surprisingly gentle on the skin—designed to restore vitality without sacrificing comfort. A **perfect balance** between intensity and lightness, translating into a **personal regenerating experience**.

Among the collections that define Aquaelite’s identity, **Halo** is essential. This wall-mounted showerhead, featuring a single spray jet and captivating integrated lighting, is signed by designer **Alessandro Canepa**. Halo reimagines the shower as a meeting of technology and atmosphere, turning water and light into a dialogue capable of evoking intimate sensations. Also on display will be the collections that have marked Aquaelite’s journey and represent its most authentic essence: the **Metal 316** outdoor shower column, the **Pop** showerhead with its modern-classic style, the **Minimal** showerhead in its round version, and the multifunction **Rock** showerhead. All recognizable icons, expressions of essential and timeless design, are available in refined finishes such as bronze, gold, matte black, copper, and brushed steel. Not mere aesthetic variations, but interpretive possibilities that give everyone the freedom to shape their own daily wellness experience: a detail that becomes a caress, a gesture that transforms into personal luxury.

Cersaie 2025 thus becomes a turning point: Aquaelite celebrates its **first ten years** while at the same time moving towards a **new dimension**. The natural transition from **aqua to elite**—an evolution that strengthens the brand’s identity and redefines its essence for the future, placing at the center the quality of experience and the ability to transform design into emotion.

It marks the beginning of a new phase encapsulated in the claim **“Designed to feel”**—a statement that does not need fanfare but invites us to perceive rather than merely observe. Not just showerheads, but solutions that combine **aesthetics and functionality**, capable of turning water into a daily pleasure and into a distinctive value for every project. A collection of possibilities that allows each person to choose their own idea of **comfort**: a luxury to be lived every day.