

Everyday Matters

A Study of being Present

Milan, April 2026

CRISTINA Rubinetterie, a specialist in the bathroom and selfcare industry since 1949, marks a new chapter in its history with a profound, human-centric evolution of its brand identity.

Built on a lifelong passion for craftsmanship and a commitment to timeless functionality, the brand today enters a new era, renewing its deepest identity.

Following its 2017 acquisition by Caleffi — a move rooted in the desire to safeguard the region's artisanal heritage — the company has modernized its operations while staying loyal to its roots. Its identity remains inseparable from the Novara district and the unique technical know-how rooted in the Lake Orta region.

The individual is at the heart of the brand's new vision, making human needs the focal point. Driven by a blend of aesthetics, functionality, and technology, this shift is led by a young, multidisciplinary team of creative and marketing specialists, both within the company and through external collaborations.

This strategic roadmap has resulted in a complete reimagining of the brand's visual identity and narrative, mirroring its focus on the individual and the nuances of contemporary life.

Approach and Personality

Guided by deep introspection, CRISTINA has redefined its purpose. Understanding that today's consumers have a clearer sense of how they want to live, the company is delving into concepts of authenticity to fuel innovation. This new direction prioritizes everyday life, transforming products into essential instruments of self-expression, a vision of "discreet luxury" that remains in step with contemporary cultural shifts.

The Collections: Bathroom, Kitchen, and Outdoor

CRISTINA unveils a product strategy rooted in evolution rather than revolution. With a conscious and responsible approach, the brand refines and enhances existing designs instead of creating for the sake of novelty, bringing to market solutions that respond to real needs and elevate everyday living.

A core part of this strategy involves leveraging in-house manufacturing expertise to develop comprehensive, versatile collections, all defined by a cohesive and distinctive aesthetic, focusing on complete solutions for both residential and contract sectors.

CRISTINA

Salone del Mobile.Milano

During Salone del Mobile in Milan, CRISTINA will unveil this shift in direction through an installation titled "Everyday Matters. A Study of Being Present", designed by Experiential/H. Conceived as a space to be discovered, it invites visitors into an environment that encourages personal reflection.

The installation presents a realistic and credible setting, deliberately moving away from overly idealized or unattainable scenarios. It unfolds as a sensory narrative along a curated path, offering a holistic vision of living spaces, both indoor and outdoor, and encouraging a broader reflection on everyday life and wellbeing.

At Salone del Mobile, CRISTINA will also unveil a new interpretation of Tricolore, its iconic and historic collection. This completely new modular approach positions the program as one of the most comprehensive and customizable on the market.

CRISTINA Brera

At the brand's Brera Showroom, the Everyday Matters concept finds further expression in an artistic installation curated by Sarah Possamai, who also designed the preview event that first unveiled the brand's new direction. During Design Week, the space will host an installation featuring everyday objects where CRISTINA's products come to life in unexpected and expressive ways.

@cristinarubinetterie

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