




Our Vision

To help create exceptional spaces that fulfill, inspire and delight.

Our Mission

To realize our clients' aspirations through a commitment to leading the market; by offering innovative and sustainable lifestyle solutions; and by providing passionate and professional service.





about SARA Group

Founded in 1967, SARA Group has established itself as the Middle East's leading distributor of luxury bathroom products, high-quality tiles, superior hospitality equipment, beautifully designed tableware, gift items, and home accessories.

At SARA Group, we strive to constantly provide unique lifestyle products and solutions that enable our clients to fulfill their functional, design, and quality aspirations.

From retail to wholesale, large projects to smaller ones, our aim is to offer our customers an innovative product range combined with expert opinions and fresh perspectives.

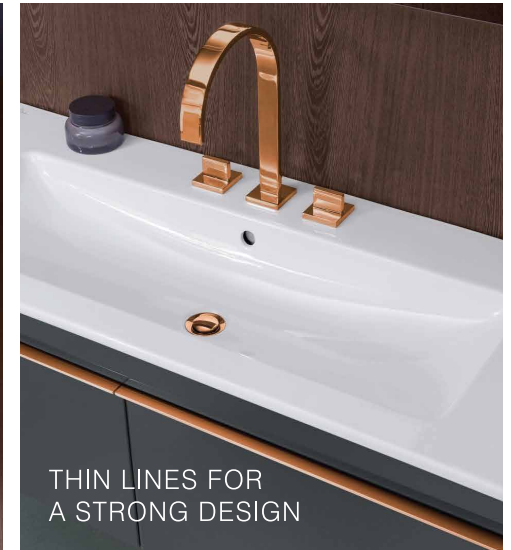
Whether you are planning a dream home, or fitting out a five-star hotel, we will deliver customized solutions through a collaborative approach and unmatched professionalism.

SARA Group has a proven track record of over 50 years, and today we are proud to say that we have set the standards of our industry by taking part in many of the most important development projects in the region.

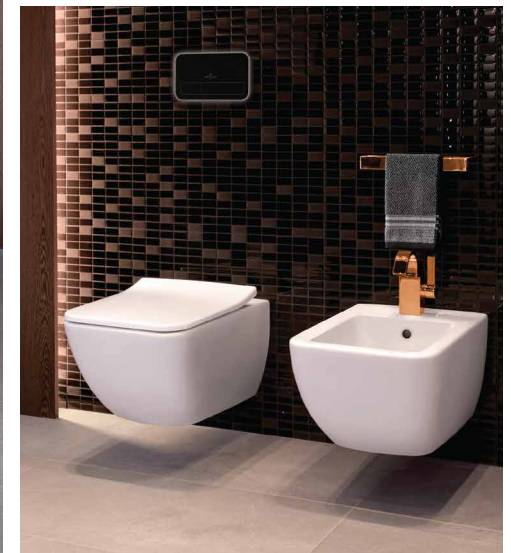


SARA

1967



THIN LINES FOR
A STRONG DESIGN



COMPLETE
BATH COLLECTION

collection

VENTICELLO

Design the perfect line

Design all along the line to meet the highest requirements for modern, individual bathroom design. The new Venticello bathroom collection impressively combines form and function: slimline edges, a delicate, fashionable look, practical, wide-ranging features, smart details, reliably high quality and a comprehensive product range.

WIDE SELECTION
OF CUSTOMISATION OPTIONS



LINEAR AND
PURISTIC DESIGN



With its delicate shapes, fine materials and smart features, Villeroy & Boch's new Finion complete bathroom collection is making a stylish statement in the premium sector.

collection
FINION
Achieve your aspirations


Villeroy & Boch
1748



SARA

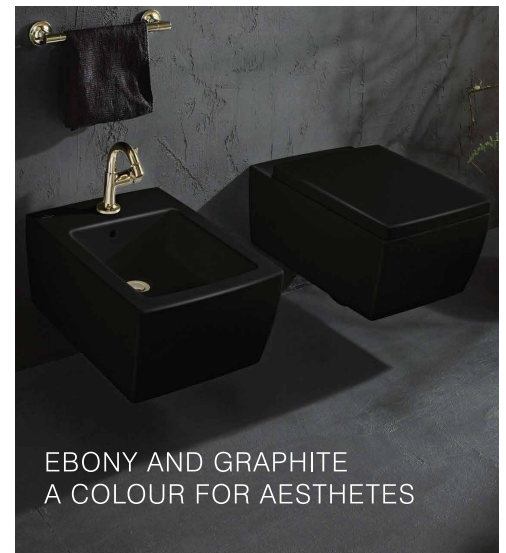
1967



THE POWERFUL YET MINIMALIST AESTHETIC IS EXPRESSED IN EVERY DETAIL



SISTENTLY LINEAR



EBONY AND GRAPHITE
A COLOUR FOR AESTHETES

collection

MEMENTO 2.0

Space for character

Memento 2.0 fascinates with puristic lightness. Minimalist and striking. A modern premium bathroom collection made of high-quality Titan Ceram ceramics. Precise contours and low wall thicknesses lend the unmistakable design of the Memento a thoroughly delicate appeal. Always stylish - a bathroom that creates space for character(s).



THE TOUCH OF
GRACEFUL LIGHTNESS



THE MAGNIFICENT
ELEGANCE



The Antheus bathroom collection reflects modern style classics. Premium materials and Art Deco-style geometric contours meet the puristic beauty of Bauhaus design.

collection

ANTHEUS

Distinctly elegant


Villeroy & Boch
1748



SARA

1967



INDIVIDUAL DESIGN -
INNOVATIVE
TECHNOLOGY



INNOVATIONS WITH
REGARD TO HYGIENE

collection

SUBWAY 2.0

As diverse as life itself

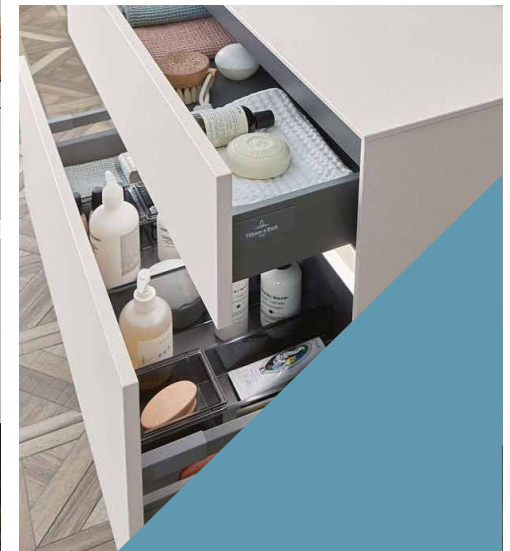
The Subway 2.0 collection offers a wide variety of bathroom design possibilities and numerous combinations that are capable of satisfying the most diverse demands, even enabling smaller rooms to be utilised effectively. With a wide variety of forms and colours, the collection stands out due to its excellent design, combining functionality and innovation.



INDIVIDUALITY
MEETS RELAXATION



FUNCTION
MEETS EMOTION



Nowadays there is more to modern design than just aesthetics. Create living spaces of timeless beauty that are perfect for relaxing with Collaro. Defined by a delicate elegance yet still cosy.

collection

COLLARO

Character meets style


Villeroy & Boch
1748



SARA

1967



DESIGN FREEDOM
IN THE BATHROOM



FIRMER. FINER.
PERFECTLY FORMED



WHITE ALPIN

STONE WHITE

ALMOND

EBONY

GRAPHITE

WASHBASINS:
TRENDY
SELECTION
OF COLOURS

collection

LOOP & FRIENDS

For special places

Loop & Friends is a Villeroy & Boch collection for home furnishing fans and design professionals. The large selection of shapes, colours and installation types is perfect for anyone who enjoys being creative.



COLLARO
COLLECTION



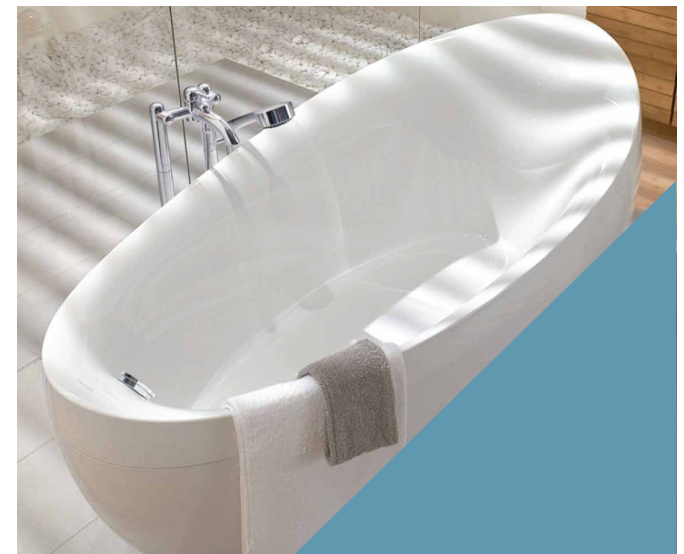
ANTHEUS
COLLECTION



SQUARO EDGE
COLLECTION



AVEO NEW GENERATION
COLLECTION



Villeroy & Boch offers a large selection of baths in an array of designs. Choose a stylish and functional bath perfectly tailored to your needs and create the bathroom of your dreams with Villeroy & Boch.

Villeroy & Boch

BATHTUBS

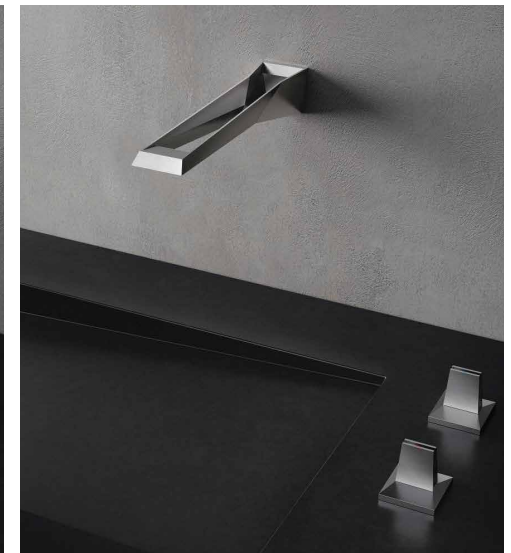
As individual as you are





SARA

1967



ATRIO ICON 3D

The familiar silhouette of GROHE Atrio Icon 3D features an ultrathin structure in the front view, which turns the water flow into a visual experience.

ALLURE BRILLIANT ICON 3D

The design of GROHE Allure Brilliant Icon 3D comes with a hollow interior, revealing a seemingly impossible flow of water.



ALLURE Beauty meets function

Perfectly balanced proportions on the outside and technically advanced on the inside – GROHE Allure unites inherent beauty with unmatched performance

ALLURE BRILLIANT

Crisp planes, intriguing angles and cut-out details, Allure Brilliant illustrates the absolute precision that can only be achieved through years of experience and an unflinching passion for innovation



SARA

1967



GRANDERA Tomorrow's grand style

The Grandera collection is both a homage to an age of grandeur long past and an affirmation of modern sensibility, combining the highest standards of quality and craftsmanship with a love of detail and comfort.

PLUS Accuracy that goes beyond design

Enjoy sleek, cutting-edge design alongside confidence and control. This innovative range of unique faucets offers a new level of ergonomic comfort and practical function.



ESSENCE Freedom of choice

Classic lifestyle, gently interpreted. For people who are attracted by clear, visually pleasing designs, Essence brings aesthetic pleasure without pretension.

LINEARE Sensual minimalism

The cosmopolitan aesthetic of Lineare is minimal yet highly inviting. In keeping with the concept of minimalism, Lineare has been reduced to only the necessary elements to achieve the thinnest possible appearance.



SARA

1967



ATRIO Modern and minimalist

At the heart of comfortable, contemporary style is the marriage of quality and style, a harmony of form and function that quietly reassures and which is a joy to use each and every day.

EUROCUBE True square design

For a sharp, tailored look in your bathroom, choose Eurocube. Here is a design so cleverly engineered that we are able to offer an extensive choice of faucets featuring a perfectly square design.



EUROPLUS Contemporary aesthetics

A blend of sculptural design and optimum functionality. Take imaginative shapes, sophisticated ergonomics, top class manufacturing quality and smart technical details - and you have the formula for Europlus

EURODISC Design that gives pleasure

Out of the ordinary. Eurodisc bathrooms were created for connoisseurs of pleasure, who love unique things and appreciate creative details.



SARA

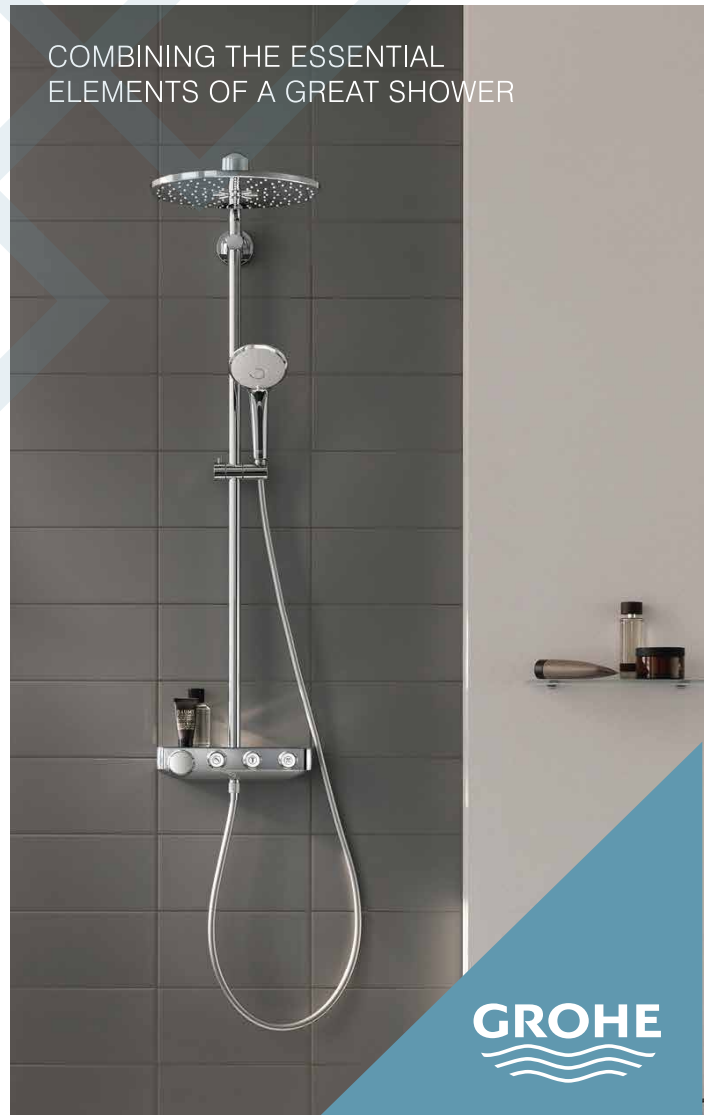
1967



SmartControl Shower System

Space – we'd all like to have more of it, especially in the shower area, where it is often in short supply. So when you have the luxury of planning your shower from scratch, then GROHE SmartControl is a wonderful option.

GROHE SmartControl comes in two different forms – round and square. It also comes in two stylish finishes: classic chrome and for a subtly elegant design statement, moon white acrylic glass. Each variant fits perfectly to its matching GROHE design line.



___EUPHORIA SmartControl Shower System

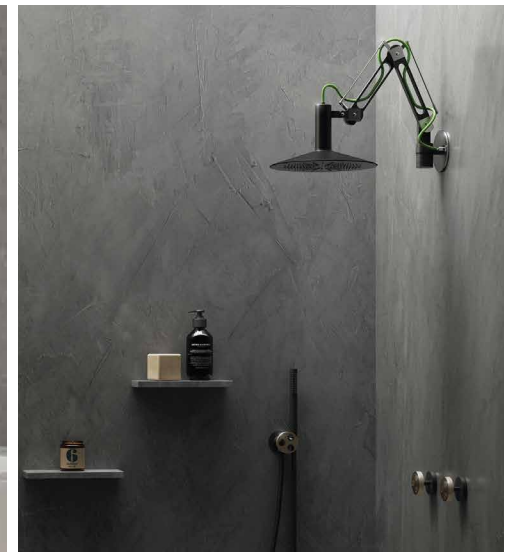
Whether you are looking for stylish design or functionality – or perhaps just ultimate control: the GROHE Euphoria SmartControl shower system has it all.

With GROHE TurboStat thermostat technology you can set your desired temperature and then enjoy perfect comfort, knowing it will always remain constant.



SARA

1967

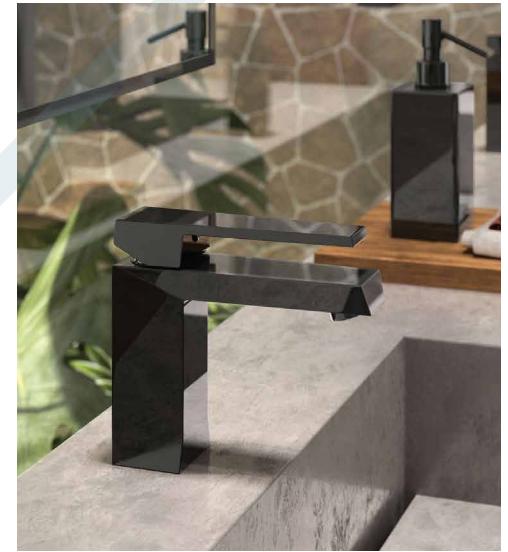


SOFFI Handcrafted purity

The highest expression of Italian craftsmanship handed down through generations, SOFFI is an elegant combination of our favourite material, brass, and authentic hand-blown glass of Murano.

BOWLING Sophisticated and informal

The contrasting colours of the surfaces enhance BOWLING's vibrant and exclusive character. The essential lines and elegant finishes fit perfectly in interior design projects with a sophisticated charm and appeal.



A collection of kitchen and bathroom taps and accessories whose distinct feature are the flat, level surfaces that reflect light. A diamond-cut design for a refined series used for the interior design of the world's leading hotels

collection

STELTH

Elegant cross-overs

bongio



SARA

1967

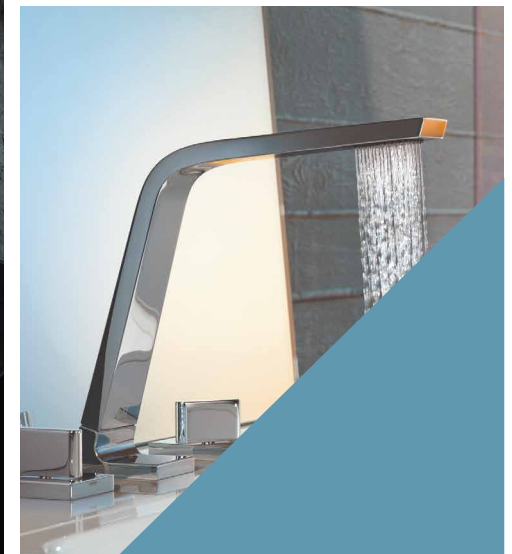
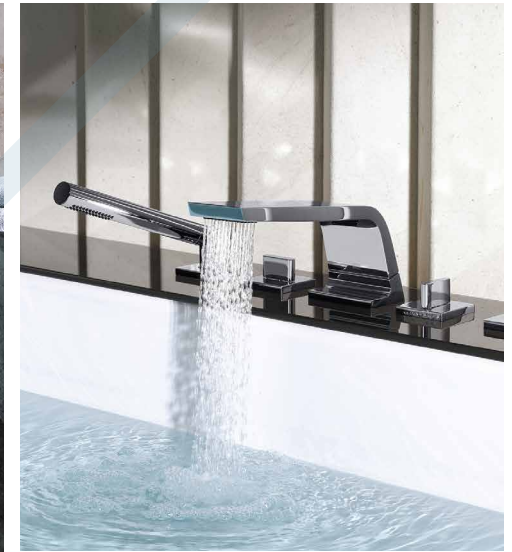


TARA. Charismatic icon

TARA embodies timeless perfection and character. Often imitated but never equaled: The iconic TARA has reinvented itself time and again over the years while still maintaining its extraordinary charisma through various iterations.

MEM. Clarity, reduction, balance

Organic water flow and a design reduced to the essentials are defining characteristics of MEM. The intentionally conservative design of MEM complements the ambiance of various bathroom architectures with ease.



With a mix and match of textures, colors and materials, CL.1 embodies progressive bathroom fitting design with extravagant accents and new opportunities for giving your bathroom personality.

collection

CL.1

Sharpen your senses

DORN
BRACHT



SARA

1967

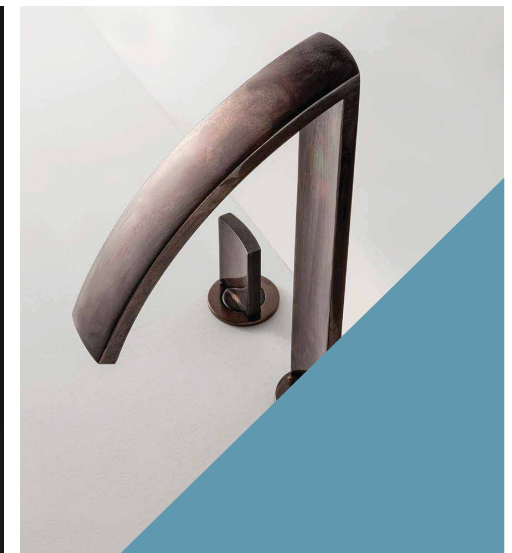
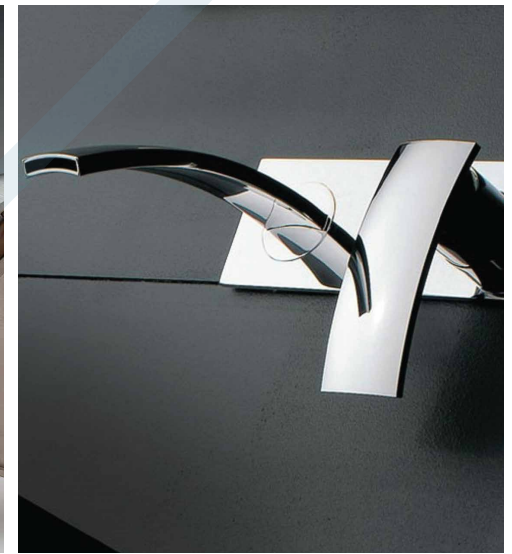


JK 21 Aesthetic solutions

JK21 is an iconic, extremely versatile, elegant and technologically avant-garde collection capable of relating with stylistic harmony in any living context.

POP Clean, simple, archetypical

POP is a meeting of a straight line and a curve. Tradition and innovation come together in a harmonious and balanced blend with different materials.



This is "Moon" and its lunar charm effect made of curves and straight lines. Ultrathin, ultra sober, ultramodern: Moon represents the centre of contemporary design.

collection

MOON

Heart of contemporary design

 ZAZZERI



SARA

1967



GESSATI
COLLECTION



INTRECCIO
COLLECTION



PIXEL
COLLECTION



INTROVERSO
COLLECTION



OPALE
COLLECTION

antoniolupi

SINKS

Modern and contemporary

Every antoniolupi's sink has a different geometrical or sculptural shape from linear to rounded, large to small, massive to light: as well as offering an array of materials ranging from natural to more technological. Antoniolupi offers a solution to every need: a perfect balance between form and matter.



To soak in hot water is a sensorial experience of total relaxation and enjoyment regardless of the shape or size of the tub. Rectangular, square, round or oval, made of marble, Ceramilux or Cristalplant.

antoniolupi

BATHTUBS

— Elegance bath of pleasure

antoniolupi



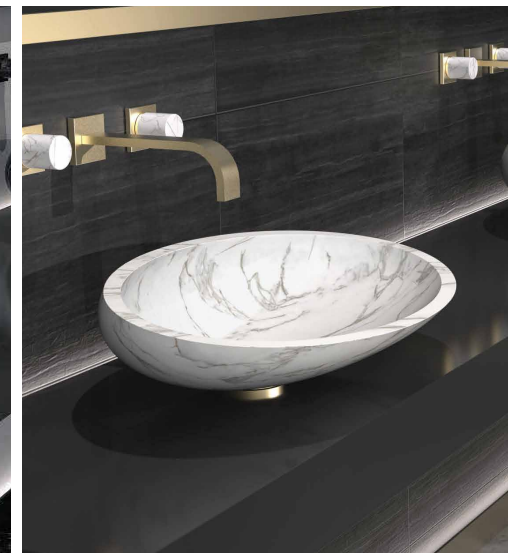
SARA

1967



ICE OVAL Rising in an elegance

ICE OVAL countertop washbasin in the purest clear crystal 24% pb, hand beveled in stone. Light effects play upon a hinted sculpture, inspired by a column of ice created by nature, rising in an elegant and free experience.



KOOL Shapes and design without limits

The inclined cut and its enchanting outline can make the bathroom unique. This shape looks impressive in minimalist settings as well as on furniture or tops with a limited projection.



KATINO METROPOLE

Katino Metropole washbasin - object wrapped in a precious texture, for an exclusive bathroom. Made entirely by hand, this exclusive item is the fruit of hi-tech research combined with traditional craftsmanship.



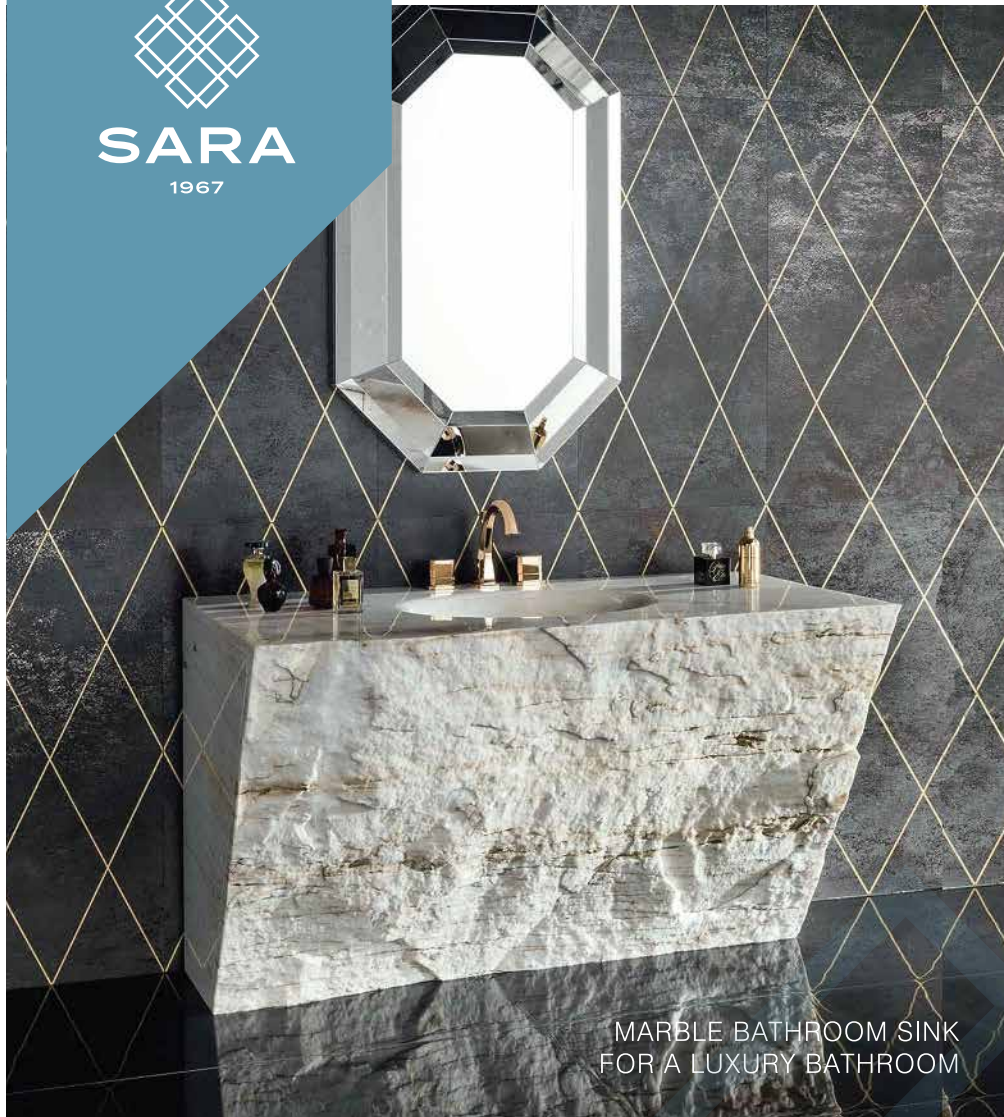
LAMBO Sporty and elegant

With its edge and innovative form, LAMBO embodies a distinctive and uncompromising style. LAMBO is bold and audacious, with a unique and daring personality.

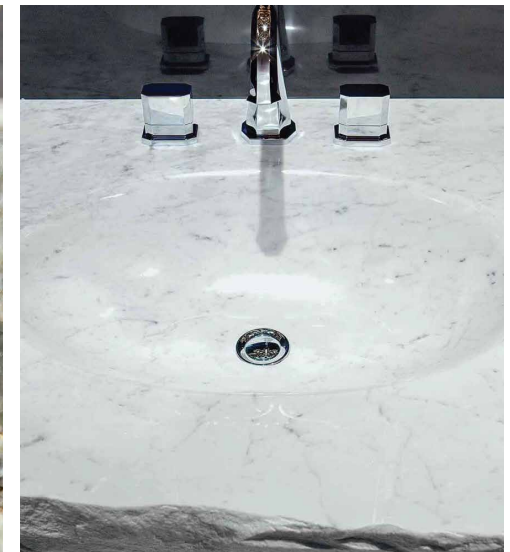
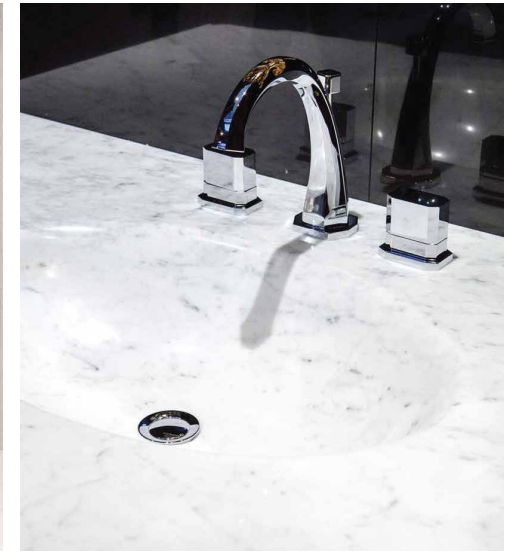


SARA

1967



MARBLE BATHROOM SINK
FOR A LUXURY BATHROOM

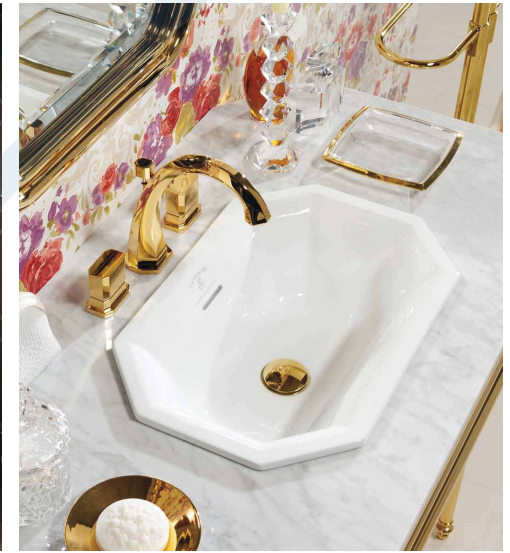


collection

CUORE DI ROCCIA

Emotion of a marble bathroom sink

Art is leaving material to express itself freely. Thus Cuore di Roccia was created, a tribute to the unfinished works by Michelangelo, which brings the grandeur of a block of stone, a single piece into your own bathroom.



It is enough simply to have a shape, in this case an octagon, to transmit the idea of a timeless elegance which makes your bathroom unique and recognisable.

collection

OPERA PRIMA

Exclusive ceramic basin



PETRACER'S
ICONIC ITALIAN LUXURY



SARA

1967



— FUSION CUBE SPA

The incredible innovation behind the Fusion range has made possible a whole new system of invisible hydromassage, incorporated into spas that are absolutely seamless in design with no external outlets or jets.

— INFINITY Heated therapy bathtub

Infinity's unique ultra-quiet water circulation and its heating and air massage system, invites you to lie back and feel the tension and cares of your day simply wash away.



The inspiration behind its name is a particular branch of Japanese natural medicine based on the beneficial effects of contact with plants and the woodland atmosphere.

saunas

YOKU

Essential & well-balanced

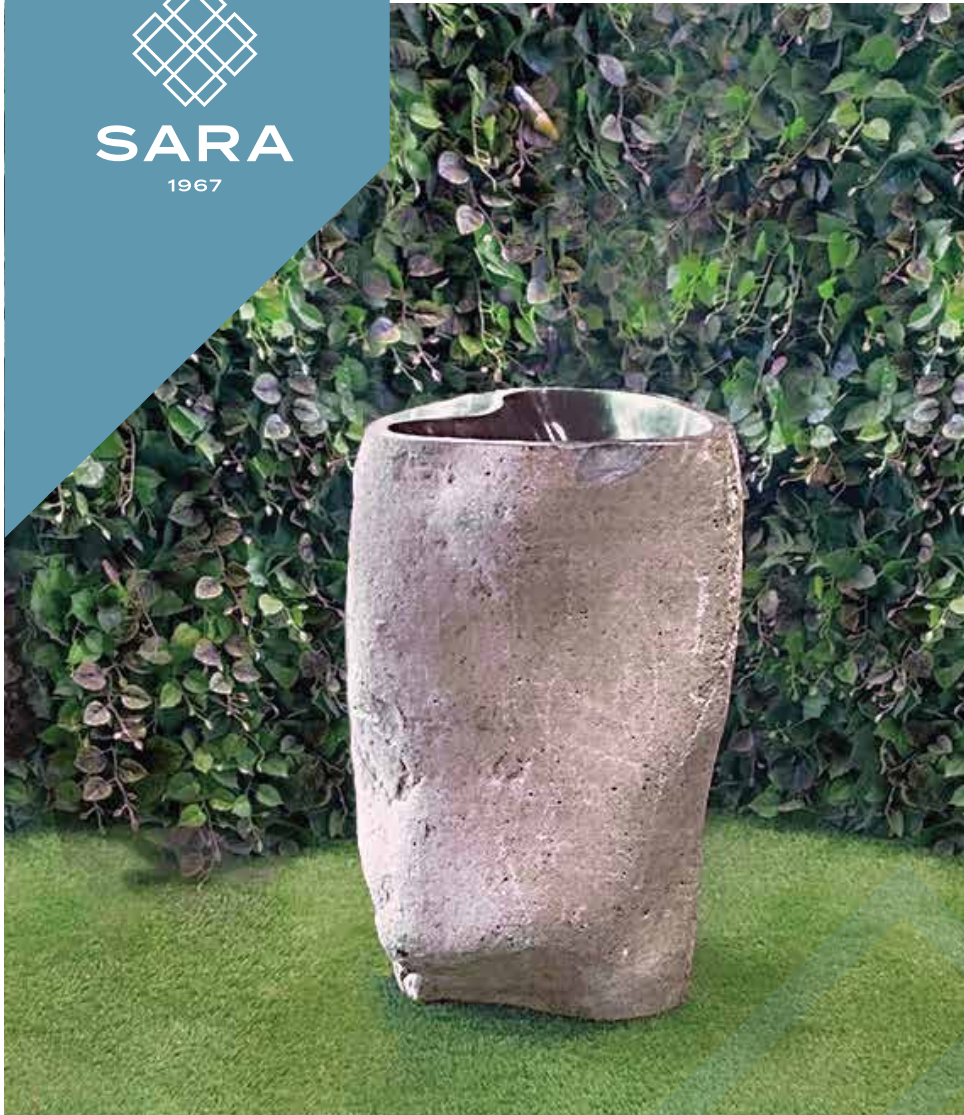
effe

PERFECT WELLNESS
BY EFFEGIBI



SARA

1967



JOYA PEDESTAL

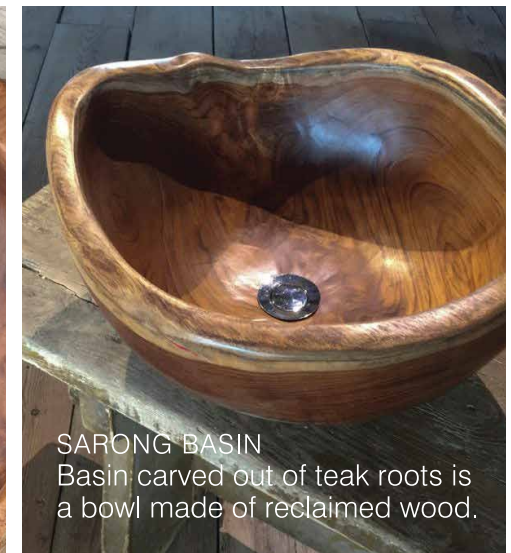
Free standing basin in river stone carved by hand. Back opening allowing plumbing installation. Each piece is one of a kind.



SODO TEAK BASIN
Sink in reclaimed polished Teak root.



BANTUL BASIN
Basin carved out of teak roots made of reclaimed wood.



SARONG BASIN
Basin carved out of teak roots is a bowl made of reclaimed wood.

WOODEN SINKS

Wood forgets its shapes and thanks to craftsmanship it becomes an object of daily use. Sinks that never abandon their link with the scents and colors of the land of origin. Every piece is unique.



TWISTER

Stool carved from a single block of solid Suar wood. The processing is entirely handmade and the wood is smoothed and polished by hand. Each piece is unique.



ORDINA

Stool in lacquered bamboo slats. Perfect complement for the bathroom furniture.



CIPÌ®

KOI

Shower stool with seat in natural treated Teak and structure in extraclear Plexiglass.



SARA

1967



ART

Round and pure. Delicate and clean.

The art range exudes subtlety in its design alone – and makes its mark with punchy accents. From the full-bodied curves to the tiniest details. Add an extra special touch to your bathroom.

LIAISON

Strong in style

Strong in style and design freedom: With small variances and fine details, the designs in the Liaison series are compact and bring new nuances to your bathroom.



Beauty is in the eye of the beholder, while functional accessories are clear for anyone to see. The powerful design of the loft range emphasises the comfort it offers to the user – with a clear and open appearance.

collection

LOFT

Chrome, steel, black

EMCO



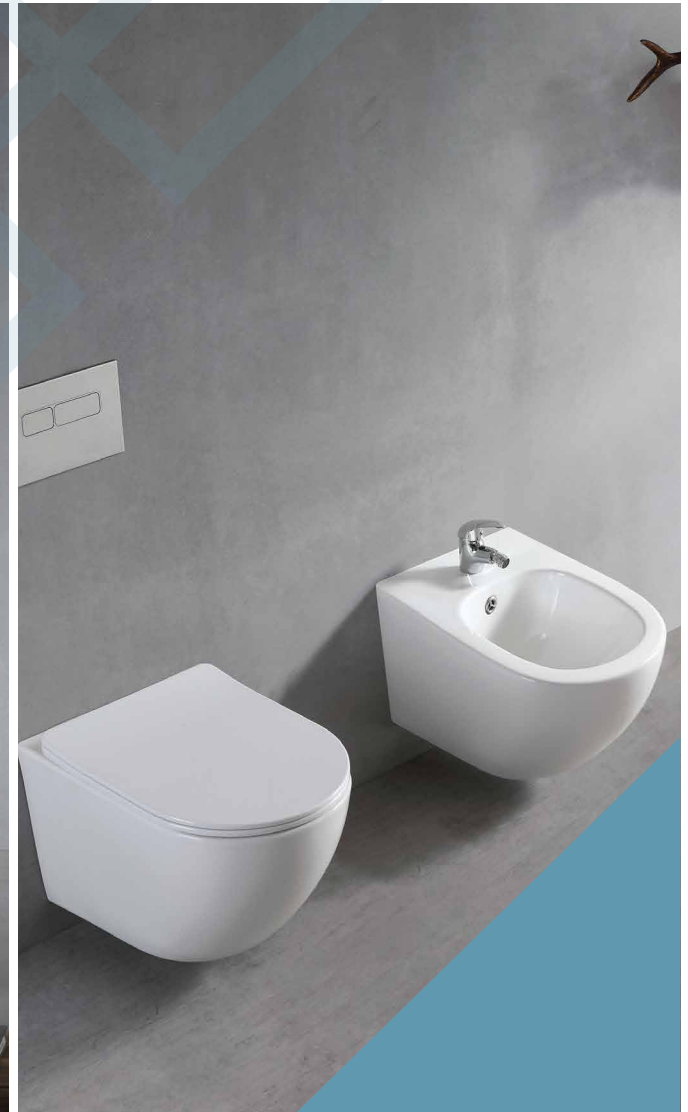
SARA
1967



TREDEX BASINS

Founded in 1999 by SARA Group, TREDEX is a brand of bathroom products built on the principles of quality, design, and sustainability. At TREDEX we use only the highest quality raw materials and most advanced production processes.

TREDEX



TREDEX bathroom products fulfil unique design intents and match the highest-level of sustainability standards in the industry. The TREDEX portfolio is continuously refreshed with modern, localized, and innovative collections, some of which are designed in partnership with globally- renowned product designers.

TREDEX WC/BIDET

TREDEX



SARA
1967



TREDEX FAUCETS

Furthermore, the portfolio covers a wide range of categories able to fulfil the needs of customers at different market levels and offering a comprehensive one-stop solution for all bathroom products.

TREDEX



Concrete isn't just a temporary trend, it's a permanent value. Any object made of concrete gains in value thanks to its uniqueness, its character, its appearance.

Urbi et Orbi

BASINS

New possibilities of concrete





SARA

1967



BORGHINI
White Polished



WILD FOREST
Grey Polished



OCEAN BLUE
Polished

APAVISA

SLABS & TILES

Porcelain stoneware tiles

Apavisa Slabs seeks to break tile limits, by creating architecture inspired tiles with limitless sizes. Slabs is based on the latest manufacturing technology and the research of current trends in architecture.

APAVISA



CALACATTA



PULPIS



RESERVE

All Cerdomus collections are made using top-quality porcelain stoneware. This ceramic material represents today technological excellence and total functionality for any kind of projects.

CERDOMUS SLABS&TILES

— New heights of excellence

CERDOMUS
ceramiche

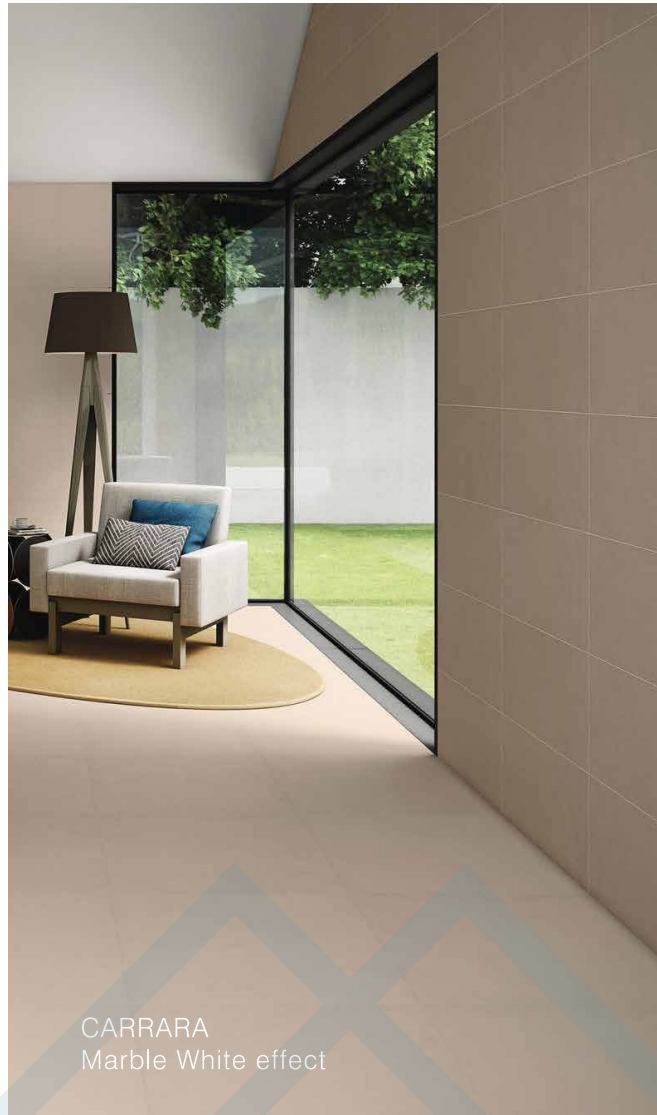


SARA

1967



GLADE
Stone effect



CARRARA
Marble White effect



MILESTONE
Stone effect

PAVIGRES

TILES

Wall and Floor coverings

PAVIGRÉS offers a wide range of ceramic products for use in floors and walls. These products come in various types of formats and finishes what allows to create unique and distinctive interiors.

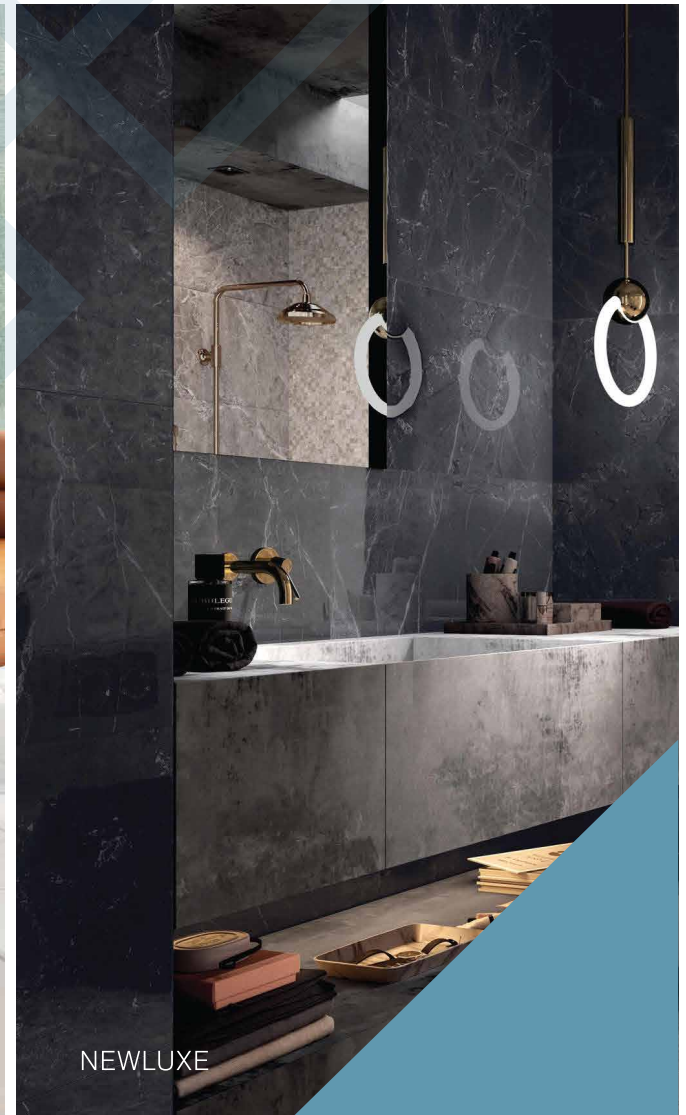
PAVIGRÉS
GRUPO



MOTIF EXTRA
Marble effect stoneware



FOYER
Elegant pop tiles



NEWLUXE

MARCA CORONA offers a contemporary and an eclectic porcelain stoneware walls and floors and white-body coverings designed to furnish all environments in the residential or contract spaces with personality.

MARCA CORONA
SLABS&TILES
Italian porcelain tiles

MARCA CORONA



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CAVE



CAVE



FERROCEMENT



FERROCEMENT

SAIME

SLABS & TILES

Porcelain stoneware tiles

Unceasing research into materials and processes have enabled SAIME ceramiche to produce tiles of incredible size and beauty with unbeatable characteristics, a strong, versatile and authentic porcelain stoneware slab.

saime
CERAMICHE DAL 1938



SARA

1967

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