

MENA

COMMERCIAL  
**INTERIOR  
DESIGN**

Awards 2024

**Special Edition**

OCTOBER 2023  
VOL. 20 ISSUE 1  
AN ITP MEDIA GROUP PUBLICATION

# Luxury living

How GLAZE is shifting the local perception of marble



48

**WHEN IT COMES TO ARCHITECTURAL** masterpieces—whether a stunning villa, an iconic commercial space, or a towering skyscraper—marble and stone are essential to create a statement of luxury and sophistication. From the Parthenon of Athens to Manhattan’s modern skyline, stone has always embodied timeless elegance and monumental design. Architects throughout the centuries have relied on it to bring their visions of grandeur to life.

Nearly three decades ago, GLAZE entered the UAE market and transformed the local perception and experience of marble. At the time, marble was treated as just another masonry material, stored in open, dusty yards with architects forced to choose from a limited selection of 5 or 6 stones through small samples. GLAZE saw an opportunity to revolutionise this conception, offering an experience akin to the world’s finest

stone galleries in Italy and beyond, where quality and selection rivalled those found in the most prestigious markets of Europe and the USA.

Inspired by the luxurious stone galleries of Verona, Italy, GLAZE invited a new era to the UAE’s marble and stone industry. It wasn’t just about creating aesthetic galleries or showrooms. GLAZE curated an extraordinary experience, showcasing hand-picked, premium-quality stones from the world’s most prestigious quarries. Architects and project owners were given access to a vast selection of meticulously chosen marble slabs, allowing them to design spaces that exude opulence and exclusivity.

Over the years, GLAZE has set new industry standards for the UAE. Their curated collection—praised across the Middle East—features stones more luxurious and rare than what is offered in

neighbouring countries, and even rivals the top marble-producing nations like Italy, Turkey, and Brazil.

GLAZE introduced the first-of-its-kind stone gallery in the region—a space where architects and designers could immerse themselves in a world of over 500 unique designs of marble, onyx, and travertine, under one roof.

Although the idea was initially ahead of its time, GLAZE quickly gained recognition during the first real estate boom from 2003 to 2008. Visionary architects and designers embraced GLAZE, propelling it into the preeminent name in luxury stone. Today, GLAZE is synonymous with quality, embodying the pinnacle of elegance.

Punia, CEO of GLAZE, remarks, “What excites us most is the shift we’ve seen in the market. Unlike in the past, people today are looking to make Dubai their permanent

home, and they're investing in quality from the outset. Buyers now allocate a specific budget to design—whether for a home residence or a commercial office—rather than experimenting with ideas from Pinterest or online pictures. This focus on personalisation and timelessness has truly elevated the market.”

Punia continues, “There's been a significant shift toward high-end luxury. While this segment always existed, demand has surged, opening doors for us to launch innovative, new materials. Designers are bolder, seeking unique stones that have never been used in the region before. This is a major achievement for us, and the confidence of homeowners and investors in trying something new aligns perfectly with GLAZE's niche.”

Marble has long symbolised luxury and elegance, making it a coveted choice for flooring and wall claddings. However, budget constraints often limit its use. Recognising this, GLAZE introduced a range of top-tier engineered stones, replicating the natural veining and beauty of marble. With advancements in technology, brands like Neolith, XTONE, and KOZO have emerged, offering large-format porcelain slabs that mimic the look of marble while boasting superior strength, durability, and ease of maintenance.

Sintered stone slabs, with dimensions of 320cm x 160cm, ensure seamless, striking installations, outperforming conventional



options of porcelain and ceramic tiles in every capacity. They are the perfect solution for high-traffic areas in both residential and commercial spaces, given their accessible price point without compromising on visual impact. By maintaining the aesthetic appeal of natural stone, these engineered options are set to dominate the market in the coming years.

GLAZE remains at the forefront of this evolution, continuing to introduce new materials that redefine luxury in the world of architecture and design. •

For more information:  
[www.glaze.ae](http://www.glaze.ae) / [info@glaze.ae](mailto:info@glaze.ae) /  
 065353123 / IG @glaze.uae