**Alcantara and TCL at CES 2026**

Alcantara continues its collaboration with TCL for CES 2026, the most acclaimed Consumer Electronics Show in Las Vegas from January 6th to 9th, taking part in the TCL NXTHOMETM booth as a partner in crafting a sensorial experience where technology, comfort and emotion seamlessly converge into the home environment.

As one of TCL’s main innovations this year, the TCL Smart Cabin Concept marks a key step in establishing the brand as a future leader in advanced cabin-technology experiences. Within this context, Alcantara plays a central role in shaping the tactile identity of TCL’s vision for next-generation mobility. Developed together with BMW Group Designworks Shanghai Studio, the TCL Future Seat Buck features Alcantara as its primary interior material: a natural choice, considering Alcantara’s internationally recognized excellence in the automotive world. The cabin is upholstered in futuristic tones of deep purple and light grey, emphasizing both innovation and elegance while enhancing the sensorial character of the smart-mobility setting.

Inside the TCL NXTHOMETM, Alcantara also reinforces the TCL’s narrative of the “Connected Sanctuary”: a fluid journey that begins inside the TCL Smart Cabin and naturally extends into the home, creating harmony and continuity across different touchpoints in the rooms: from selected design objects that adds warmth and comfort to the technological experience, to texture that recalls and inspires the art world, to enhance the deep connection between innovation, design and beauty.

The collaboration between Alcantara and TCL is also showcased in the AiMe Land zone, where the TCL AiMe Robot takes again center stage. Designed to be both intelligent and emotionally engaging, TCL AiMe is enhanced by Alcantara’s unique blend of technical performance and sensorial appeal, redefining how people connect with smart devices through touch, emotion, and material expression.

Through this ongoing partnership, Alcantara and TCL continue to transform technology into unique experiences, spanning smart devices, the home and the automotive world, advancing innovation while keeping a strong focus on aesthetics and sensory experience.

TCL CES Booth: Las Vegas Convention Center (LVCC), Central Hall #18604

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**About ALCANTARA**

Alcantara S.p.A. – <http://www.alcantara.com>

Founded in 1972, Alcantara represents one of the leading Made in Italy brands. A registered trademark of Alcantara S.p.A. and the result of unique and proprietary technology, Alcantara® is a highly innovative material offering an unparalleled combination of sensory, aesthetic, and functional qualities. Thanks to its extraordinary versatility, Alcantara is the chosen material for leading brands in many fields of application: fashion and accessories, the automotive industry, interior design, home décor and consumer-electronics. These characteristics, combined with a serious and certified commitment to sustainability, mean that Alcantara expresses and defines the contemporary lifestyle. Alcantara is Carbon Neutral since 2009. Carbon Neutrality certification is based on offsetting of greenhouse gas emissions through the acquisition of carbon credits from Certified and Verified Offset Projects. While acknowledging that carbon offsetting is not the final solution, nevertheless we believe that carbon credits are a useful tool to accelerate the fight against climate change beyond our value chain, and to measurably reduce global emissions. Besides, the projects supported by Alcantara every year bring tangible social benefit to the impacted territories. To document its progress in this area, Alcantara annually prepares and publishes a Sustainability Report, certified by BDO and available on the company's website. Alcantara's headquarters are in Milan, while the production plant and research centre are in Nera Montoro, in the heart of Umbria (Terni).

**About TCL**

TCL is a leading consumer electronics brand and leader in the global television industry. TCL now operates in more than 160 markets around the world. The company specializes in the research, development, and manufacturing of consumer electronics products ranging from TVs, audio, home appliances, mobile devices, smart glasses, commercial displays, and more. Visit the TCL website at <https://www.tcl.com.>

**About BMW Group Designworks**

Designworks is the design agency within the BMW Group. The studio is a key innovation driver for its parent company and a creative partner for clients outside the BMW Group, focusing on the future of mobility, sustainability, and digitalization. Trusted worldwide from Los Angeles, Munich, and Shanghai, Designworks has delivered impactful solutions and growth potential for the BMW Group and external clients, blending strategy and foresight with creative excellence.