

ex.t



Brand Book

*We make unique products
for unconventional
bathrooms*

Ex.t – Extraordinary bathrooms



About us

By exploring new languages, we pursue an idea of unconventional bathrooms featuring no ordinary products for those who are always looking for something different. Brainchildren of partnerships with Italian and international design studios, our collections approach different styles with a contemporary twist along with a unique and original aesthetic.

Modularity, versatility and functionality are the key features of Ex.t products, proposing the bathroom as a dynamic space able to transform and renew itself continuously, meeting the needs of contemporary living.

We love Tuscany and Florence, our homeland.

That's why our production is 100% local: Ex.t products are made by artisan laboratories and manufactures dedicated to carry on the tradition of Made in Italy through an ongoing innovation process.

Past to Present

GiulioTanini company was born in Florence and named after its founder, becoming in a few years a landmark in building materials and interior distribution.

1945



Opening of our 1st Flashship store in Milan

2011



First collaboration with Norm Architects and launch of Stand collection

2015



Modular system Frame wins the EDIDA prize by Elle decor international

2017



Expansion of Milan flagship store. First collaboration with Bernard-Vella and lunch of Nouveau collection

2019



Opening of new flagship store in Florence within Giulio Tanini headquarter

2021



2010

After over 50 years of adventures and entrepreneurship, the third generation steps into the company ushering in a new course as sisters Azzurra ed Ingrid Tanini create Ex.t brand

2012

Launch of online store ex-t.com



2016

Launch of Frame collection by Norm Architects & Plateau collection by Sebastian Herkner



2018

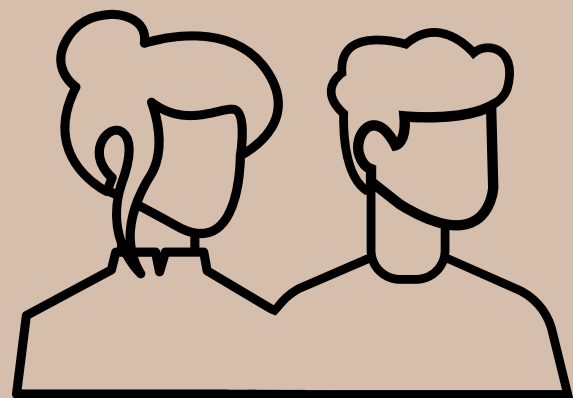
Launch of Arco by Mut Studio e Ribbon collection by Sebastian Herkner



2020

Launch of Frieze collection by Marcante-Testa studio

Ex.t facts



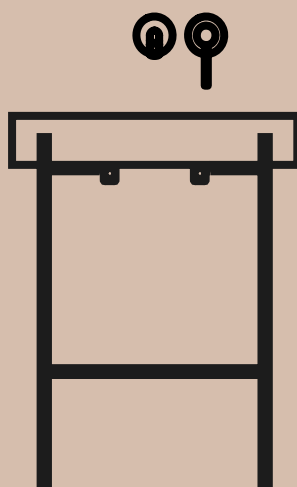
20

TEAM



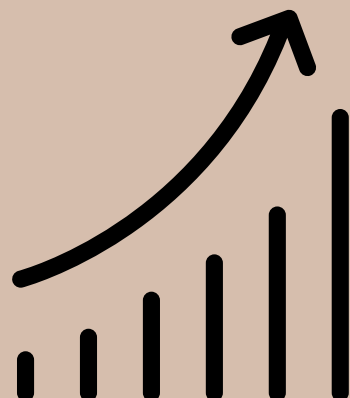
30

WORLDWIDE
COMMERCIAL
DISTRIBUTION



200

PRODUCTS



+100%

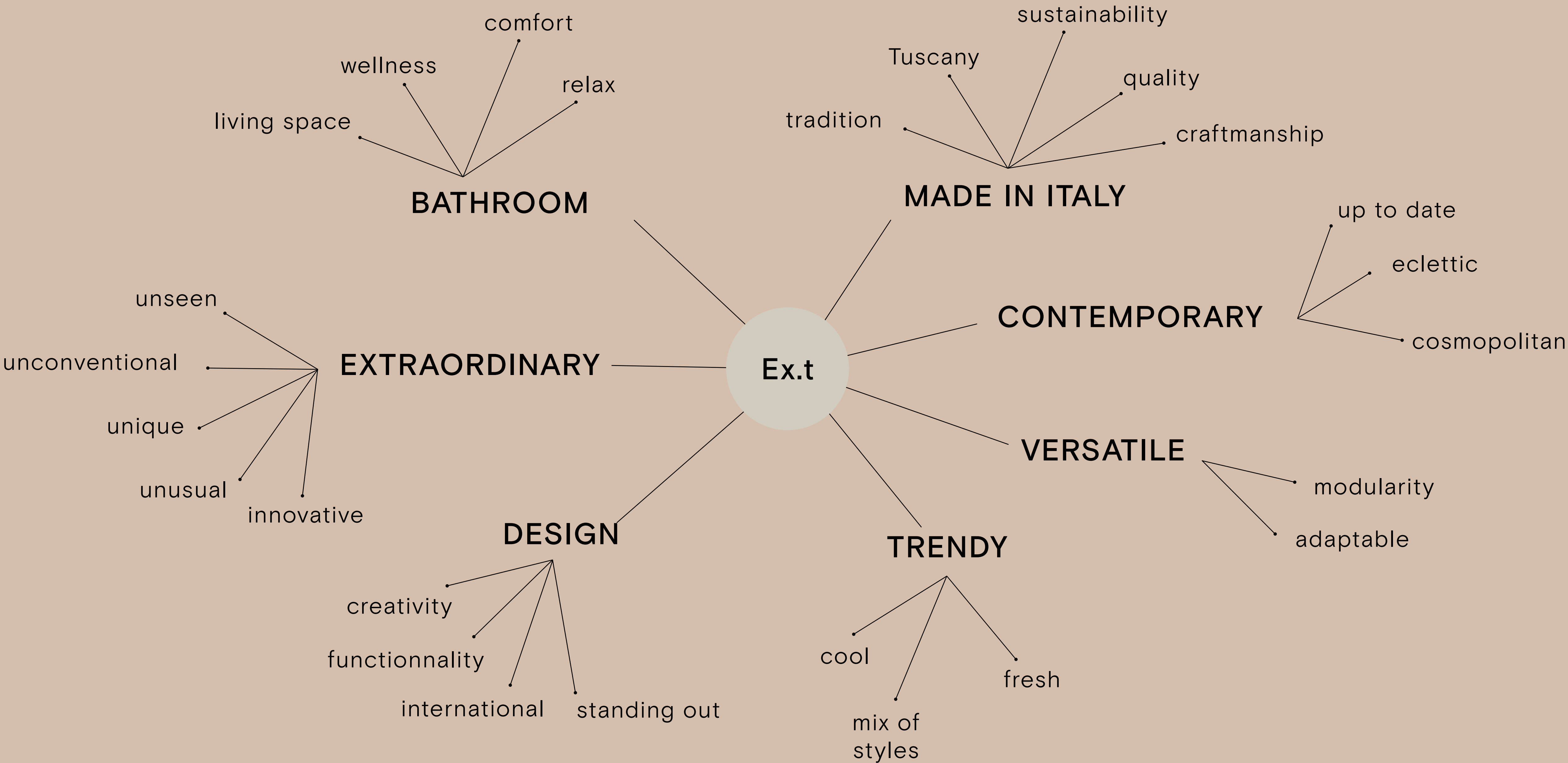
SALES INCREASE
OVER THE LAST 3
YEARS



100k

EX.T SOCIAL
COMMUNITY
USERS

Mind Map



Moodboard



Philosophy

1

CONTEMPORARY

Ex.t style is original and contemporary, result of continuous experiments and explorations of different aesthetics such as minimal, deco, Scandinavian, classic and pop. A unique language to create an unconventional concept of bathroom.











Philosophy

2

MADE IN ITALY

Our production is 100% local, all Ex.t products are made in Tuscany. Each product is the result of an accurate multi-level process delivered with great commitment and passion by all our craftsmen. Quality materials, attention to detail, traditional processes combined with technological innovation along with refinement and style: these are the features Made in Italy that make Ex.t products.





ex.t





Philosophy

3

EXTRAORDINARY

Our products are created for those who seek always something new and not ordinary. Our inspirations come from the whole design world, making us truly unique among our competitors.









Design Collaborations

Danish design studio



NORM ARCHITECTS

German designer



SEBASTIAN HERKNER

Spanish design studio



MUT

Italian designers



MARCANTE-TESTA

Italian design studio



BERNHARDT & VELLA

Distribution

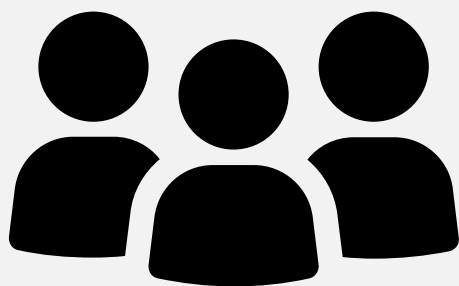


United States
Australia
Italy
England
France
Spain
Portugal
Greece
Ireland
Switzerland
Netherlands
Belgium
Germany
Denmark
Sweden

Norway
Estonia
Latvia
Russia
Austria
Slovenia
Romania
Georgia
Cyprus
Israel
Lebanon
South Korea
Japan
South Africa
Morocco



Instagram



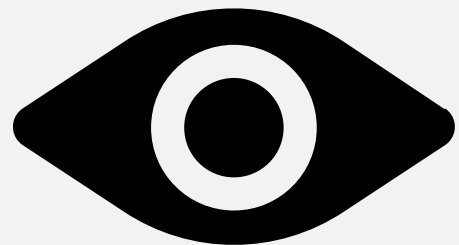
FOLLOWER

< 60k



ENGAGEMENT

+361%



IMPRESSIONS

+419%

References



(2019)
Hôtel particulier
Saint Mandé
Hotel
France

(2019)
Alexander Hotel
Hotel

Switzerland



(2019)

L.i.a.
Life Inspiration Art
Hotel

South Korea





(2018)

La Folie Douce
Hotel

France



(2020)
**Monograph
Freedom
Square**
Hotel

Georgia

(2020)

Crane Design Studio
Showroom

Russia





(2019)

Airbnb
Casa Cuoco
airbnb

Italy

(2019)

The Beauvoir Townhouse

Private Residence

United Kingdom



(2017)

Main Ridge Residence
Private Residence

Australia



ex.t

(2018)

Kronos

Private Residence

Denmark





(2017)

Miss Bare
Loft

Holland

(2016)
More
Private Residence
Italy





(2013)
Fine Food
Restaurant
Sweden



(2018)

**Quality Airport
Hotel Gardermoen**
Restaurant

Norway

Contacts

Head Quarter

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