

**DEZI**TM
home

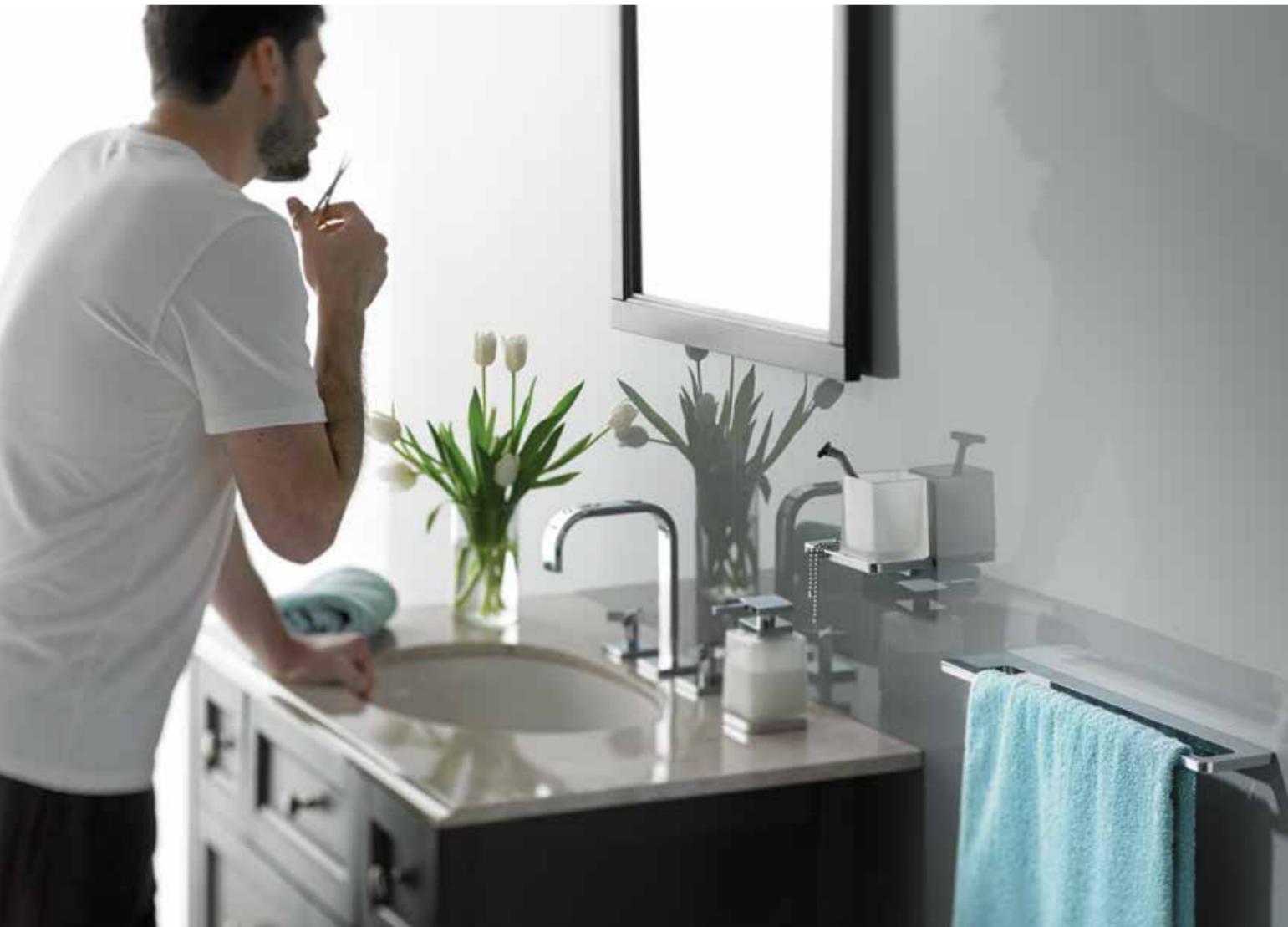


the everyday made exceptional.

2 0 1 5 C O L L E C T I O N



rethink ordinary.



Introductions first. Hi. We're Dezi.

We're a company that approaches home accessories from a different angle. We believe that sometimes you have to take a fresh look at what once seemed obvious, even when you're talking about something as ordinary as a towel bar or a soap holder. That's the step that turns the ordinary into the extraordinary.

Does a product design make sense? Can it make more sense? Can it do what it's supposed to do, but better? Can it look more interesting? Is it fun? (Yes, we think 'fun' is a valid design criterion.)

For instance, how many times have you wasted time struggling to clean a shower soap holder? We think there's a better way. What if that soap holder detached? You could easily clean it. Or consider a modular system that lets you flexibly organize your jewelry, soap dispenser and other bathroom

necessities. We don't think those kinds of insights are mere novelties. They are the beating heart of innovation. Common sense elements, fused with cutting-edge design, high manufacturing standards, and unrivaled quality and finish. We really care about these things and we hope you do, too.

In our creative design process, we'd found that inspiration comes from many places. Shapes. Textures. Materials. Different cultures and countries. Nature. Swedish places with funny dots over the vowels. The list is endless.

You gather, you assess, and you process all of it. Then you concentrate on making something better than you've ever seen.

It's not just a good way to make a product. It's a good way to live life.

Keep your eyes open. Make new discoveries. Live life.



simplify

Manage your space by concentrating on key elements. Focus on simple elegance and eliminate the clutter. Then take a nap.



HARMONI

When different individual notes – each significant in its own right – come together, they create something more beautiful than the sum of their parts. Each note is enhanced and grows in stature. Harmoni is created.

In our Harmoni Series, strikingly unique elements blend to create true design synergy. The notes? A flowing, one-piece towel bar that is brilliant in its simplicity.

And an innovative shelf system that lets you arrange elements in whatever way makes sense to you. All working together.

In Harmoni.

Clutter is the architect of stress, the irritant that nudges the needle of your psyche into the red zone.

The converse is also delightfully true. Clean lines, simple design, and uncluttered geometry place you on the path to serenity. Not a bad place to start each day.

SERENITI

Our Sereniti Series offers clean, rectangular shapes with gleaming flat surfaces. Precise right angles infuse every part of the collection, from the brilliantly simple towel hook to the bold soap dispenser and toothbrush holder.

Ommmmm.



joy

We've heard we're supposed to laugh dozens of times every day. We think that's misplaced advice. The trick isn't to laugh more. It's to surround yourself with the people who make you laugh more.



refine

DaVinci said that simplicity is the ultimate sophistication. We believe him. We also believe you should never argue with a guy named Leo.

The Philosopher's Stone is a legendary substance sought by alchemists, an elixir capable of turning base metals into gold. While we don't profess to have a philosopher's stone, we have the next best thing: Great design.

ALCHEMI

We use it to turn the ordinary into something extraordinary.

Posit: A simple, elegant oval that works as both a towel holder or shelving system. Horizontally, it holds a soap dispenser, toothbrushes, jewelry. But turn it vertically and it becomes a rack for rolled guest towels. Cylindrical containers accented by diffused, translucent glass turn the mundane into a design focal point.





SIMPLICITI

Substantial solid tubes. No adornment. Intuitive design. Does what it says. Like Swedish design, but less (which is, of course, more).

There is extraordinary beauty and elegance in the clarity, utility and clean lines of design restraint. Our Simpliciti Series is not diminished design; it is design elevated.

Towel bars and wall shelving relate in an entirely unpretentious manner. They are the Zen simple punctuation to a dynamic bathroom design.

Period.





GEOMETRI

The most elemental geometric shapes are literally the building blocks of great architecture and design.

From the blocks of antiquity to Josef Albers' Bauhaus Homage to today's digital pixel, the square and rectangle have always represented a disciplined approach to composition.

In our Geometri Series, a well-crafted, square wall mounting is the foundational base of an elegant bathroom design. It represents a look that is fundamental, classic, and above all, timeless.



grasp

Opportunity is a gift that's presented daily; every day is a blank page waiting to be filled. What will be on your page at the end of the day?



organize

Disorder causes stress. On the other hand, there's a certain sense of relief that settles in when all the pieces are in place. Creating the place for the pieces is a big part of what we do.

There is strength and steadfastness in tradition. It is a foundation to which we all eventually return as we seek the security and comfort it offers.

Traditional design does not plead. It states its case with conviction. It says, "I am not a trend. I will not go away. I am here to stay." Change if you will. But eventually you will return to your origins and its comfortable, dependable sense of home.

LIBERTI

Our Liberti Series is such a tradition. It captures the essence of patriotic tradition with impeccable traditional styling, combined with old-world craftsmanship.

It is here to stay.



SHOWER

Ideally, shower accessories work together like parts of any well-organized work space. The things you need should be within your reach. There should be adequate space for your soap, shampoo, or shower brush, and you should be able to lay a hand on what you need without looking. Yet shower accessories do so much more. They define the look of a shower space and bring it to life.

We've taken a carefully look at everything you need in the shower, including shelves, shower baskets, and beautiful corner-mounted storage shelves. There are innovative soap dishes that remove for easy cleaning and even a squeegee designed to coordinate with all the other shower accessories. Each piece is artfully designed and well-crafted.



Polished Chrome (PC): Classic, bright, and crisp, polished chrome is durable, easy to maintain and works with all décor. Wipe dry after each use to prevent water spotting. Clean with a mild, non-abrasive cleanser.



Polished Nickel (PN): Warm and glowing, the polished beauty of natural nickel is uncoated to reveal the authentic shine of the metal. Clean with a mild, non-abrasive cleanser.

FINISHES



Satin Nickel (SN): The soft brushed finish of natural nickel is uncoated to allow the natural, subtle beauty of the metal to show through. Clean with a mild, non-abrasive cleanser.



Old World Bronze (OWB): Classic warm brown tones complement many dark bronze finishes (Oil Rubbed Bronze, etc.) This durable powder-coated finish can be cleaned with a mild, non-abrasive cleanser.

For best care and to prevent tarnish, we recommend Faucet Brite, which contains gentle cleansers and protects the surface with a fine wax coating.



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