



TOP QUALITY BATHWARE

KBQ What is BelBagno’s company philosophy?

TK Our philosophy is simple — quality should be affordable.

KBQ Tell us about BelBagno’s history. How did the company begin?

TK The BelBagno brand was born in Modena, Italy, 15 years ago, with the production of bathroom vanities for the local market. Over time, our product line has expanded to ceramic toilets, mirrors, stone and acrylic baths, mixers and shower screens. After a few years our company underwent exponential growth internationally, acquiring more and more markets throughout Europe and Asia.

Today, BelBagno has more than 2500+ sale points around the globe, with HQs in Italy, Russia, the Czech Republic, China and Australia. BelBagno is now a dynamic brand with a unique philosophy and business model.

KBQ How and why did you get involved with the design industry?

TK I always had a passion for well-designed spaces. From a young age I could differentiate between amazing and tasteless design. I think I got that skill from my father. When we were on his business trips to Europe and Asia, we stayed at many different hotels and resorts and I always wondered about things like what sort of

bathtub will be in the next hotel. After my graduation in Europe, I moved to China, where I spent almost a decade working in the design industry and gaining my second university diploma. The founder of BelBagno approached me in 2011 about assistance opening and supervising two offices in China. The rest is history.

KBQ What sets BelBagno apart from competitors?

TK Two factors make BelBagno different to other companies: affordability and quality. First of all, we think about the end customer, what quality, design, functionality and price they would like to receive. Undoubtedly, everyone would like the best quality and



functionality without breaking their budget. Price is important, but quality and design are king in the bathroom industry. Our collections are developed in collaboration with the best Italian designers, taking into account not only the latest bathroom trends, but also a level of comfort too. This sounds expensive, right? You’d be surprised to know that European-based designers can be highly affordable in comparison to those in Australia. Production facilities are located in different countries and as a result, the BelBagno brand maintains affordable prices and premium quality.

KBQ From where do you draw your inspiration?

TK I think inspiration is completely elusive; one moment it’s here, the next it’s not, so

when it comes, you need to grab it by the tail. The answer is simple. Look around carefully because the source can be anything. I’m inspired by places.

KBQ What bathroom items are unique to BelBagno? Do you offer environmentally friendly products?

TK For some time now, the word “green” has become prominent in our vocabulary. Consumers are becoming increasingly sensitive about the quality of the environment in which they live, and therefore the sustainability of the products they purchase. BelBagno would never try to reduce cost by choosing low-quality materials. We only use environmentally friendly materials with ECO tags in our vanities. All acrylic

bathtubs are produced from top sanitary-grade acrylic, and we never add ABS (plastic) to our bathtubs to reduce costs. When launching a new BelBagno product I always ask myself, “Do I want to put this bathtub in my house? Would I like my kids bathing in it?” If I answer “yes” then it’s good to go.

KBQ Is there anything else you would like to share with our readers?

TK Today people buy phones for \$1500 or \$2000 and change them almost every year without hesitation, yet at the same time choose a toilet for \$300 or \$400 because they deem a \$700 toilet too expensive. Good-quality bathroom products can actually last 25 years — especially if they are from BelBagno.