
XACUS

THE LEGACY

BRAND BOOK

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MISSION

MISSION

We design and make men's and women's shirts and we are passionate and enthusiastic about what we do. We combine technology and style, practical wear and aesthetics, automation, sartorial quality, performance, and sustainability.

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VISION

VISION

We imagine a future where, instead of being suppliers of goods, businesses can be authentic value creators.

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PURPOSE

PURPOSE

We avoid all forms of waste when it comes to economic, environmental, and human resources, and even time. The results are top-quality shirts, designed to be a pleasure to wear, and to last for as long as possible, by consumers who are well-informed, enthusiastic, responsible, and interested in standing out without ever having to get themselves noticed.

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MANIFESTO

MANIFESTO

There are ten principles that inspire our everyday actions:

1. We love our work and are proud of both our products and our style
2. We perpetuate the traditions and experience of those who came before us
3. We think about the consequences of what we do before we do it

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4. We learn from our mistakes and this helps us to improve on a constant basis

5. We listen to our collaborators, colleagues, customers, suppliers, business partners, etc. so that we can relate better and even more with our ecosystem

6. We believe in technology and innovation as forces that work for the benefit of people

7. We promote environmental, economic, and social sustainability

8. We always aim to go above and beyond when it comes to customer expectations

9. We create value for ourselves and for the community

10. We like to dream of a better world, for us and for future generations



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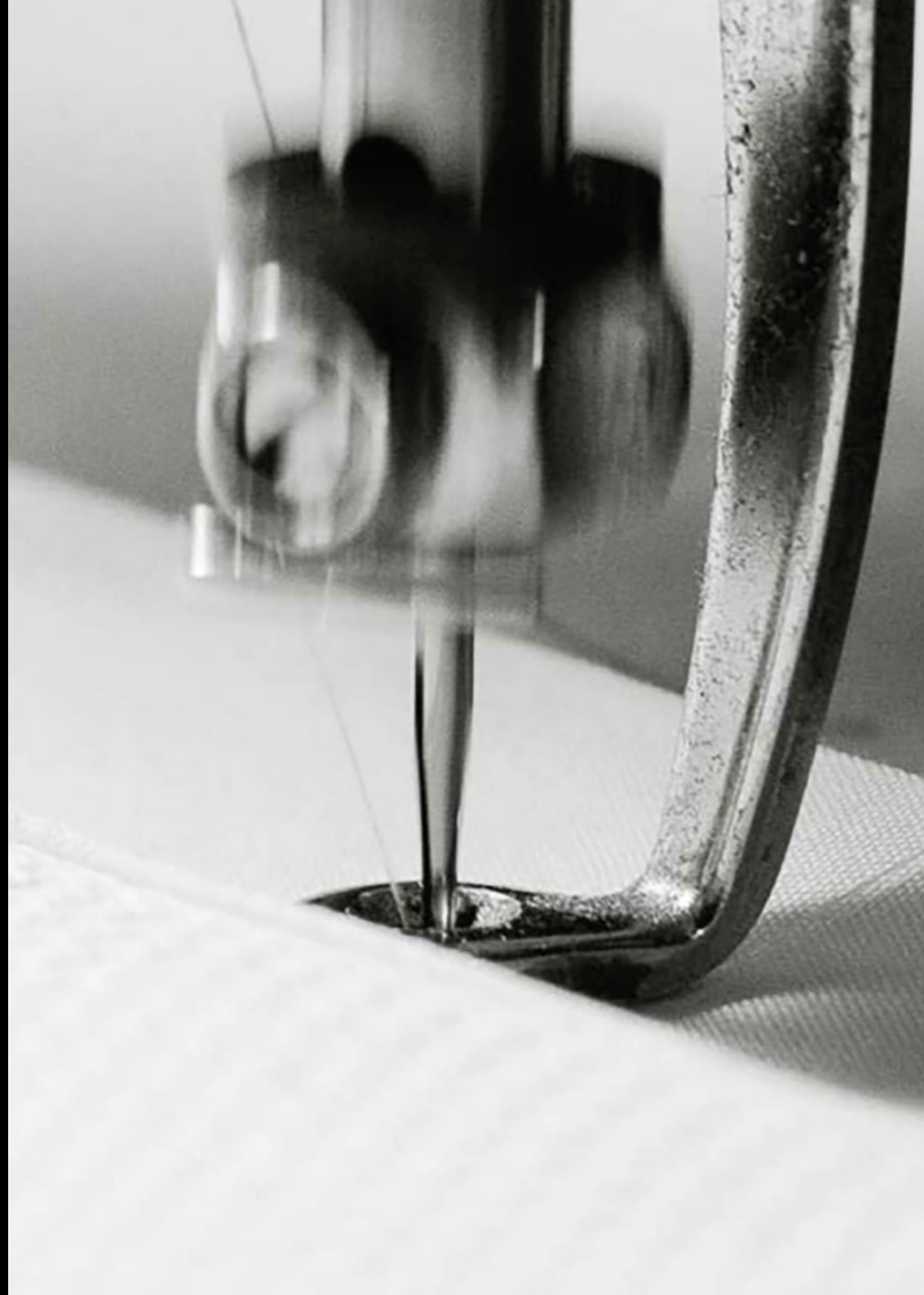
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HISTORY

HISTORY

Xacus, a family-run business, has seen its history become closely interwoven with the lives of its people, whether collaborators, customers, suppliers, or business partners. A story marked by the same stages of development as any other living being.

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CHILDHOOD

It was 1956 when Alberto Xoccato, visionary artisan in Veneto, founded Xacus. The name comes from the initials for Xoccato Alberto Camiceria Uomo San Vito di Leguzzano, a small industrial workshop operating in the family attic.

ADOLESCENCE

In 1970, Xacus became a fashion business. The structure and organisation were integrated but above all, recognised and appreciated throughout north-east Italy, both in terms of product quality and for the highest customer service standards.





COMING OF AGE

It was 1980 when Xacus, with the help of the founder's sons, Giorgio and Paolo, who joined the company hot on the heels of success obtained all over Italy thanks to its unmistakable hallmark style, crossed the national borders to reach North America, followed by Spain, Holland, Belgium, Scandinavia and Korea.

YOUNG ADULTHOOD

In 1990 Xacus faced the challenge of third millennium globalisation, updating all its production, logistic, and distribution processes, as well as perfecting strategic partnerships with some of the most important names in Made in Italy.





MIDDLE AGE

In 2010, fully aware of its capabilities, Xacus launched its women's line, at the same time defining the items that would go on to become the guidelines for its future digital, multi-channel and sustainable development.

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HEADQUARTERS

HEADQUARTERS

Today, Xacus' heart beats where it all began, in San Vito di Leguzzano, just outside Vicenza, at the centre of an industrial district specialised in textile products since the 18th century, where all the models created by the Xacus in-house design team and the most exclusive shirt lines are still made. Its head, on the other hand, continues to look to Milan, the natural showcase for world exports and, since 2020, home to an exclusive showroom for the full world of Xacus shopping experience.

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Finally, the company's hands are there, busy stitching in Tirana, just 700 kilometres from Venice, Albania's trading partner since the 15th century, and where Xacus has created a manufacturing hub of excellence. This has formed an ideal link between the two shores of the Adriatic Sea, aiming for full collaboration between people and a complete sharing of values.

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COLLECTIONS

COLLECTIONS

Every Xacus shirt stands out for its hallmark unique, elegant style. The details, shapes, lines and proportions create that characteristic look that is known and admired all over the world. There are two collections of reference: man and woman. There are also two main seasons: spring/summer and fall/winter. We make many different types of collar to choose from, offering a range of different shapes and textures. Xacus also uses a wide range of different fibres, from cotton to linen, silk, merino wool and on to viscose.

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A hundred types of fabric are used, from denim to jersey, leno weave flannel, etamine, poplin through to zephyr, proposed in classic versions as well as restyled in a contemporary key to create a more casual - and if needed - creaseproof, antibacterial, and eco-sustainable product. There are 300 year-round items in stock, available 24/7. Xacus also offers countless different styles for various lifestyles and uses: from formal to casual, sportswear to heritage, ceremonial through to gala evening dress, cocktail parties and even a clubhouse brunch. The choice of fits is endless, and items can also be customised with our exclusive "on demand" made-to-measure shirts system.

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POSITIONING

POSITIONING

Over the years, Xacus has shown that it is able to take a timeless item like the shirt and adapt it, season by season, to ever-changing cultural contexts, without ever detracting from an infinitely elegant style. Shirts that are new, yet always faithful to the strong points of the brand, created using its unmistakable hallmarks: quality materials, excellent workmanship, and limited production runs. A Xacus shirt is the natural culmination of a stringent process of research and selection that is fully within the sphere of accessible craftsmanship.

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PILLARS

PILLARS

A **top quality** shirt with an **exclusive design**, created to achieve the utmost **sustainability** and **accessibility**, generating value for the customer.

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ESSENCE

ESSENCE

Xacus Unique must-have apparel.

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TARGET

TARGET

Xacus is appreciated by men and women alike: people seeking premium quality, who are decidedly discerning, and always attentive to detail, excellent materials, innovative workmanship, sustainable production processes and above all, authenticity across the range.

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DISTRIBUTION

DISTRIBUTION

Xacus products can be found in over 40 different countries. It is mainly sold through wholesale channels, with 900 customers in Italy and 600 export partners, many of whom have spaces set up following a single-brand logic. E-commerce and concept stores, which were introduced in 2015 and 2020, integrate and complete the sales network with a “phygital” logic, always and in any case, about maximum customer satisfaction.

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CULTURE

CULTURE

The shirt is the key theme, constantly studied in detail and interpreted by Xacus in its role as specialist in the art of shirt making, to create garments in an infinite variety of materials and styles, for all occasions. Xacus shirts are always made up with the wearer's wellness in mind, as well as the well-being of the shirt maker. Each one comes with top-rate before- and after-sales services, tailored to the customer's needs and preferences, in order to give them the best possible shopping and wearing experience.

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ETHICS

ETHICS

We have always worked as a team, aware that it takes active participation to achieve excellence, and the effective communication of all the stakeholders involved in the value chain, irrespective of race, language, religion, age, role, and social status.

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SUSTAINABILITY

SUSTAINABILITY

We are aware of the economic, social, and environmental implications of what we do, we work hard, every day, to minimize our waste of resources, making the most of the skills of our individual collaborators, supporting local communities and promoting the adoption of certified production processes with a reduced environmental impact.

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KNOWLEDGE

KNOWLEDGE

Raising awareness of the complex product architecture behind a Xacus shirt is the first step in making sure it is appreciated, and above all in entering into the emotional sphere of the wearer. When we talk about the unique features that make a Xacus shirt a second skin, on one hand, we are aided by the X-Academy, the travelling specialist training school that Xacus makes available to a whole community of sellers, partners, and shirt lovers, and on the other, by the very many design workshops promoted in partnership with Italian and international universities and academies.

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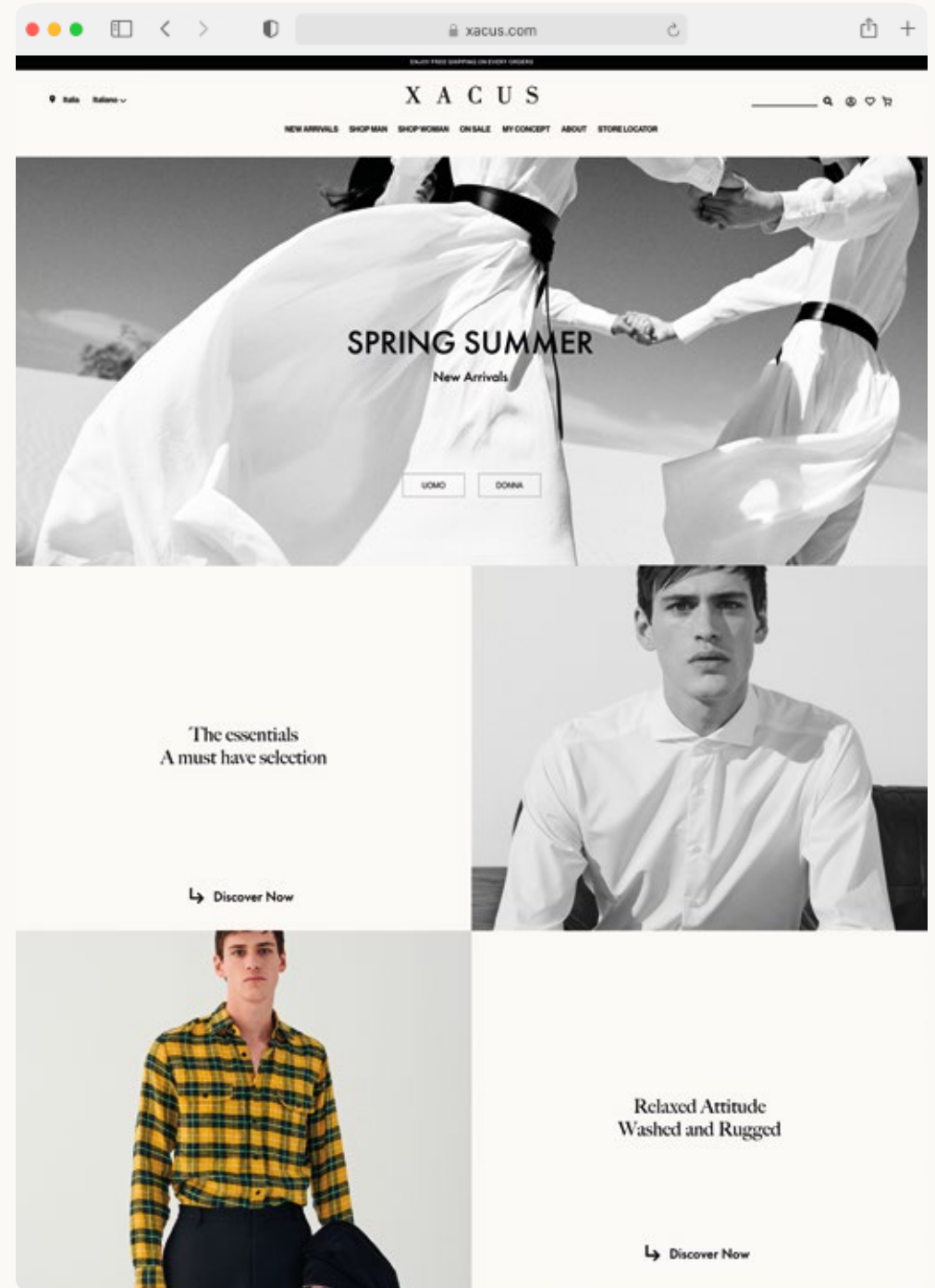
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DIGITALIZATION

DIGITALIZATION

The process of digital transformation, which has been under way for some time at Xacus, now concerns every functional area of the company - from design through to purchasing, from creation through to the warehouse, from logistics to sales, and from training through to customer service - and it represents the best foundation for stable, lasting relationships with partners and customers, 24/7.

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