

VOGUE ITALIA

Fashion Talents Photography Beauty News Fashion Shows Archive Suzy Menkes Video More Vogue ∨ Special Links

UPLOAD YOUR TALENT NEWS FASHION SCHOOLS CONTEST & OPPORTUNITIES SUCCESSFUL STORIES TALENTS ON SET VOGUE VIDEO LAB

The finalists of Who is on Next? 2018: Maissa

Giulia Ber Tacchini is one of the finalists of Who is on Next? 2018



Talents / Contest & opportunities / The finalists of Who is on Next? 2018: Maissa



JUNE 4, 2018 6:30 AM

by VINCENT LAW | FOLLOW VINCENT

SAVE



MAISSA is an Italian emerging accessories label created and designed by **Giulia Ber Tacchini** and finalist at the 2018 edition of **Who Is On Next?**.



VOGUE SUBSCRIBE





JUNE 4, 2018 6:30 AM

by VINCENT LAW | FOLLOW VINCENT

MAISSA is an Italian emerging accessories label created and designed by **Giulia Ber Tacchini** and **finalist at the 2018 edition of Who Is On Next?**. Previously worked for major brands including Dior, Prada and Chloe, Giulia is very passionate about high quality handcrafted products. Three years ago, she began to explore the manufacturing process of 3D-printed objects. Combining this innovative technology and traditional Italian craftsmanship, MAISSA (which was named after her family surname) was born. The first collection, launched in fall 2016, was a series of clutches and handbags that were incorporated with 3D-printed elements using materials such as galvanized brass, plexiglass and biodegradable vegetable-tanned leather. The brand later extended to accessories line in early 2018.

SAVE



What is the vision of MAISSA?



As a matter of style, MAISSA has the vision of a playful attitude, because I love the idea of creating a positive empathy with the everyday use objects. My brand combines tradition and innovation; handcrafting and 3D printing, with a focus of sustainable fashion.



Additive manufacturing is the next devolution: ethic and open-source, producing with less consumption of energy, no industrial mass production waste on planet. It valorizes craftsmanship and handcrafting which are essential in high quality products. The current MAISSA metal clutches are just a start of the aesthetic opportunities that 3D printing offers: “the magic is in the making” of parametric mesh or kinetic elements and more.

MORE



Ognuno di noi può fare la differenza
VOGUE for ROLEX



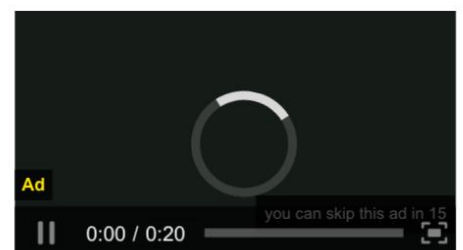
Best Luggages for Summer 2018
by ITALO PANTANO

VOGUE SUBSCRIBE



Subscribe to Vogue Italia or give a gift!
International Subscription
12 issues offer

60.00€ + DELIVERY COST



Vogue Italia - TOMMYDRIVE

Subsequently, the products can be customized like never before: made-to-measure on clients' fitting for shoes, jewelries or customized in the decoration.

Tell us about the theme behind the FW18/19 collection?

Every MAISSA collection has a carry-over part and a new seasonal part. The FW18/19 plays with primitive art and emoticon language, pop icons and robots. I love to play with icons and symbols, mixing them together to create a new language.

SAVE



Where are your currently produced?



MAISSA is produced in Italy by the magic hands of the best artisans and most innovative 3D makers!



Where do you usually draw inspiration from?



I take inspiration from art and nature. Future Primitive are also words both inspiring for me, when I design.



What are some of the challenges you faced when developing this collection and how did you over come them?

3D printing technology is still very expensive and the challenge was to reach a reasonable retail price on the market. I worked on this for one year helped by the 3D manufacturers and finally we found the way.

Where can we find your collection and where are they currently sold?



Vogue Italia - TOMMYDRIVE

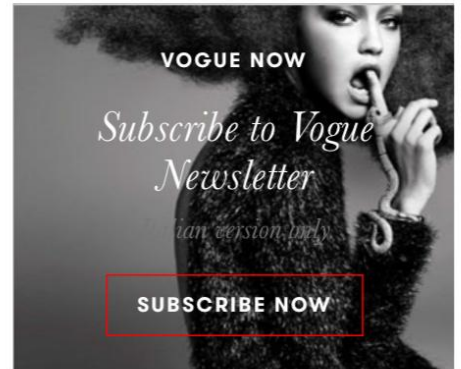


Where can we find your collection and where are they currently sold?

In few stores around the world and online on Artemest.

Tell us about your latest project that we as audience should watch out for.

My upcoming project will be MAISSA custom project: starting from the carry-over pieces. It will be possible to customize them on request.



SAVE

BAGS , SUSTAINABILITY , WION



Vuoi ricevere aggiornamenti su questo argomento? **FOLLOW NOW**



ADD A COMMENT +

