



Maissa: Tech and Craftsmanship

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☰ LIFESTYLE

It's funny, isn't it – trying to articulate those half-flickering images we conjure up while shopping? But it's what we so often do with clothes, especially before it is on our body. We look at it, and project onto that shape, that design, that particular silhouette, the person we might just be if we only put that garment on. Maybe this person is you or maybe you are like **Giulia who conjures images that the ordinary can barely comprehend**, her blend of technology and Italian craftsmanship is a **match made in heaven**. If Maissa bags is a lady she will be **sharp-talking, smart, assertive one**. The independent lady who makes bold moves, sets herself apart from her contemporaries, and (literally) wears the trousers. Bloody delightful!



The brand is a perfect utilization of technology and has made a name for itself in contemporary designs made with equal doses of artisan craftsmanship and **innovative 3D technology**, bringing together high-grade materials and handcrafted production methods, the Italian -based brand offers a diverse yet distinct collection of bags and jewellery that are new in designs and silhouette.



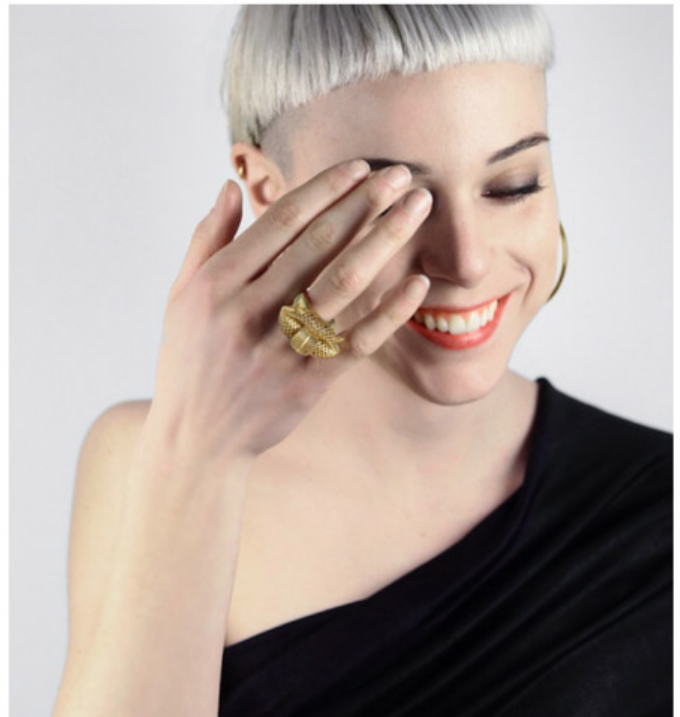
Giulia is the designer of the brand, a creative who is passionate and compassionate with a **high level of imagination** which is evident in her designs. It was a great delight to speak to the designer just to discover her thought process, her journey and her mission.

SNM: Tell me about your professional career?

Giulia: I started to work for Dior as assistant bag designer one week after I got my Marangoni fashion degree. Since that day I never stopped and I worked for several brands like Prada and Chloé, in the fields of handbags, jewellery and eyewear. I'm very passionate about my job and I love the Italian craftsmanship, I spend a lot of time with great artisans making incredible pieces. "The magic is in the making" for me.

SNM: What is the meaning is the story behind the name of your brand?

Giulia: MAISSA is a name that comes from a family name, the origins of my family from Modena. In Arabic it has the beautiful meaning of "shining star." So MAISSA was born.



SNM: Giulia, you are very passionate about 3d technology and sustainable fashion how are you incorporating them in your pieces?

Giulia: I fell in love with this ultra-modern technology that is ethical and eco sustainable for many aspects. It also sets no limits to creativity and customization so I decided to combine it with the heritage of precious handcrafting. In my collection you find clutch bags as metal “sculptures” 3D printed in galvanized brass, with handcrafted finishing, customizable on request, totally recyclable.



Mini-bags and Belt-bags made in high quality leather, mostly vegetable tanned which is timeless beautiful and biodegradable. Jewelry with 3D printed elements in gold plated bronze or gold 18K, using processes with reduced energy consumption and raw materials saving.

SNM: What do you think needs to be done in other for fashion to be sustainable?

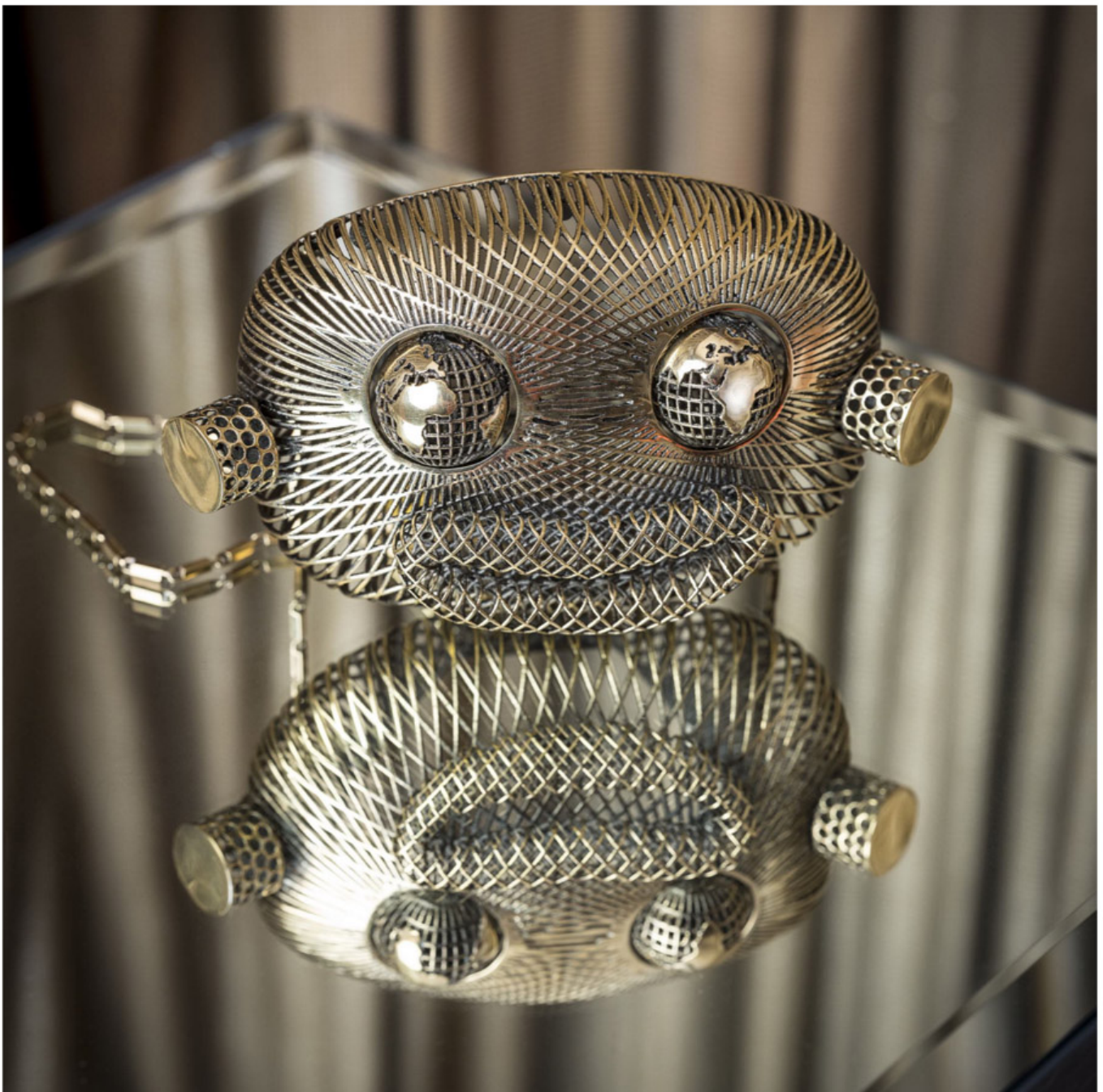
Giulia: There are many aspects that make a fashion item sustainable, in terms of product being biodegradable or recyclable or upcycled. In terms of process there are many rules that should be followed too. With 3D printing there's no industrial mass production and no accumulation of unsold products because the production is on-demand based.



Energy consumption is reduced in production compared to other technologies and there's recycling and re-use of 3d printing powders, the "ingredients" of the process. There's also raw materials saving.

SNM: Sum up the aesthetic of your brand. Do you have any signatures?

Giulia: My collection has a playful attitude that merges different inspirations: primitive art and emoticon language, pop icons and elements from nature.



My aesthetic vision is expressed through the language of the parametric design, creating pieces that are very contemporary and unique. In my jewelry for example you find elements caged into other elements, like hearts caged into planets.

SNM: Who do you make your pieces for?

Giulia: I make them for the women of all the world. I'm definitely a modern feminist.

SNM: How do you want your customers to feel when they wear any of your pieces

Giulia: Happy and special. Empowered. Empowered women.



SNM: Where do you see your brand in the next 5 years?

Giulia: I started my brand for passion, believing in some important values. I can only imagine in the next years to follow the same route trying to make a step forward in terms of sustainability. On this I have an upcoming project that will be released soon

SNM: Where can we buy your pieces?

Giulia: In some selected stores around the world and online on Artemest and Forzieri. Coming soon the new MAISSA website for shop online.

By Anderson Azugbene

Photo: Myriam Tisbo & Filippo Fortis

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