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Startup Retail INCUBATOR

Maiolica

Co-founders: Arianna Posenato and Marianna Piccolo

About the brand: Founded in 2018 by the Italian duo Piccolo and Posenato, Maiolica is a Dubai-based e-destination for design lovers looking for distinctive, modern yet authentic home décor. Passionately selected amongst the best of 'made in Italy' and some of the most sophisticated boutique brands, all products complement each other beautifully. Everything on offer at Maiolica combines the geometry of design with the colourful patterns of the Mediterranean tiles and, of course, little hints from the Middle Eastern traditions. The co-founders believe that homes should be designed to be lived in and loved in equal measure. They have travelled the world meeting aspirational artisans and finding amazing homeware to make Maiolica customers' homes authentic, and help them fall in love with their nest, all over again.

Retail touchpoints: As a startup e-commerce website, online is the focus area for Maiolica. Although 90% of the business is generated through online sales, Maiolica has participated in select, co-organised pop-up events - including Mypickone Studio Design and Miele Middle East.

