

The logo features a stylized icon on the left consisting of four vertical bars of increasing height from left to right. To the right of this icon, the letters 'MAFF' are written in a bold, italicized, sans-serif font. The entire logo is white and centered horizontally on a black background with a pebbled texture.

MAFF

MAFF'S WORDS

OUR STORY

LEATHER TYPES

PORTFOLIO

OUR INNOVATIONS

MAFF EXPERIENCE

MEET THE COMPANY

FUTURE PLANS AND GOALS

CONTACT



THE BEGINNING OF A REINVENTED ERA...

Ever since I can remember, I've always had a passion for cars and interiors. I started young and humble, customized my first car - a 750 BMW - in 2001; a moment when I understood the divine pleasure of driving a car no one has and acts an extension of your personality and tastes. Later on, I bought my dream car a Porsche 911 Turbo S, and I increased its power up to 1000 hp, a highly unique achievement at the time, 2005 to be specific.

I truly believe a car interior is an integral part of the driving experience and a car's overall feel. Keeping this in mind, I've wondered continuously, even with the best interiors that I've seen: how could this be done better? This was the beginning of my love for design, rooted in a quest for excellence above all else.

It did not take long until my passion for design and leather aligned to create my ultimate dream: to produce a range of custom bags and accessories that precisely fit the unique interior of every car I design. This initial idea has gradually developed into so much more. We now have hundreds of colours available in an infinity of combinations.

I carried this dream within the longest time and yet life has a way of laughing at whatever plans you may have, as it follows its stubborn path. Finally, however, after many trials and tribulations, I found myself at a crossroads where it was either now or never. And this time it was now! So I am thrilled to have finally fulfilled my dream of building this unique enterprise. After overcoming what seemed like an infinity of obstacles, I finally realised:

IT IS NEVER TOO LATE TO REINVENT YOURSELF!

BESPOKE LUXURY AT ITS FINEST

Extending beyond what may be described as luxury goods, MAFF narrates a tale based on customisation and covered in leather.

Its artisan set out a complex yet straightforward goal: to design a leather paradise that encapsulates extravagant car interiors with matching bags fashioned in the very same leathers prestigious automobile manufacturers use and bespoke goods offered in a hand-picked selection of the finest bovine hides and exotic skins.

Personalisation, Diversity and Adaptability have been integral parts of our philosophy since it was founded in 2000. Thus all designs signed by MAFF are fully customisable and 100% handmade, carefully manufactured by master craftsmen, and adorned with our unique touches.



IT'S A QUALITY AFFAIR

Devotion for quality runs deep in MAFF's DNA. Therefore, we only use premium leathers and fabrics across the entire range, with each product coming from our atelier going through rigorous steps before making it to the shelves.

The design is established with our client to make sure we offer a full personalised product. Our concept is based on customisation, each leather type can be used for any product in our range, with interior and accessories at your choice.

Starting from fine leather cuts and preparing all the components to meticulously sewing and assembling them by team of experts, everything is taken care of attentively.



MAFF'S ETHICAL LEATHER PROMISE

*The environmental impact of the leather industry is a huge one across the world.
That's why we use traditional hand-made practices to produce all MAFF products.*

SUSTAINABLE SKINS

At MAFF Bags, we are deeply proud of our finest leather goods and ethical mission. As one of the top leaders in the industry, with the widest variety of skin types, it is our primordial duty to keep a vigilant eye on our leather providers/tanneries' morals and ethics. Consequently, the majority of the leathers we work with are sourced sustainably. It is considered sustainable because the animals are not raised to use their leather for goods; they primarily farm animals. Since we use ethically sourced leather from food bovine, our sourcing has a negligible environmental impact on agriculture and processes.

We strongly believe that preserving craft knowledge, techniques and skills, sourcing our leather locally and sustainably and providing our artisans with a fair, livable wage and benefits all contribute to creating a beautiful, fashionable product that you would be proud to own.

NO WASTE MARCH

We want to avoid waste at all costs; thus, another step MAFF Bags takes towards its sustainable mission is to keep a limited amount of products in stock. We manufacture products on-demand and produce goods in a handful of colours for presentation only, so the client has a better understanding of what he wants to order. The lead time for orders depends on the product dimensions: 1-2 working days for small-sized items and 3-7 working days for larger ones.

BUY-BACK POLICY AND OPENBOX SECTION

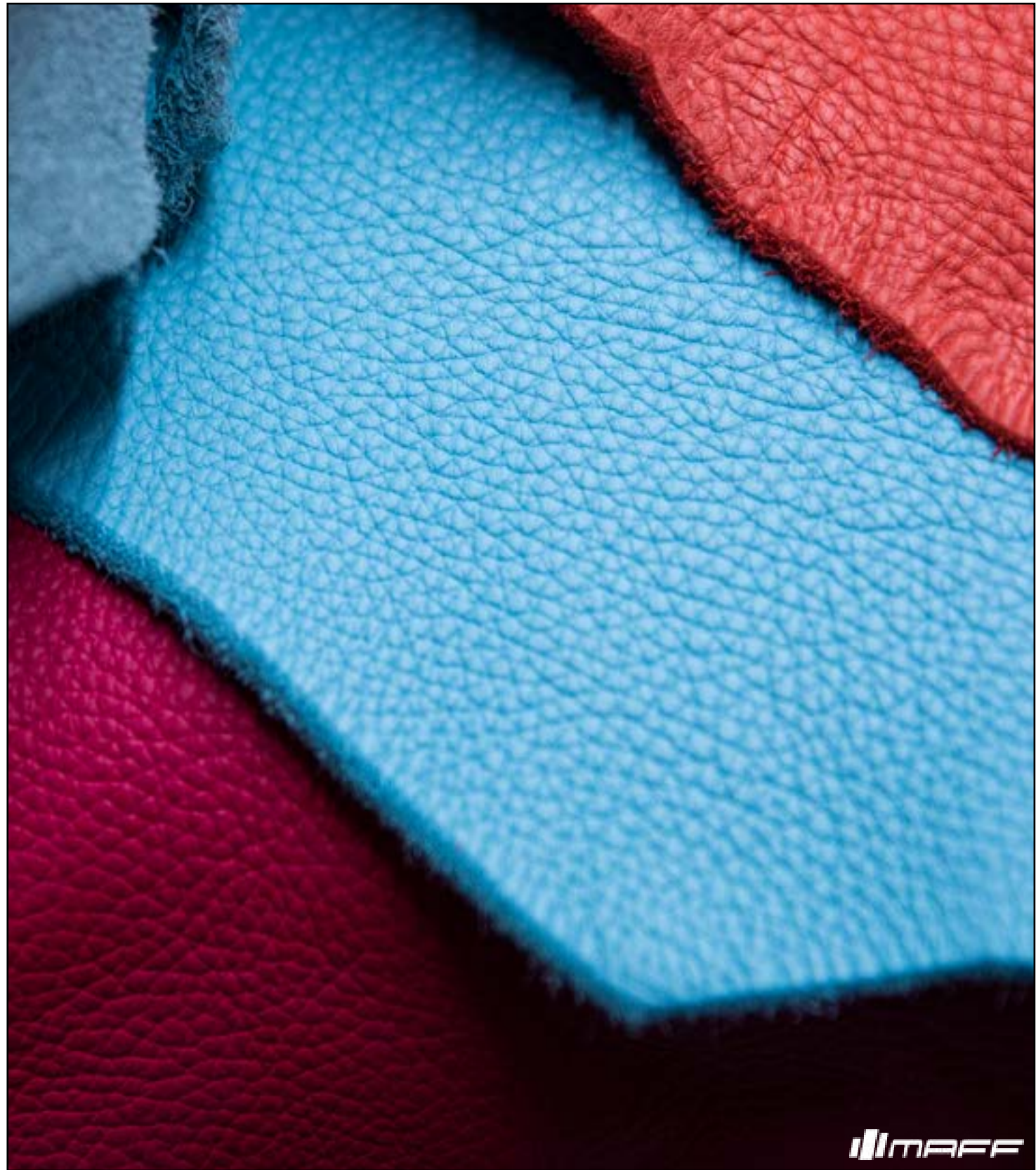
Another strategy we integrated to avoid waste is our BUY-BACK POLICY and OPENBOX sections. We give our customers 80% back from their initial purchase to upgrade it for a brand-new product if they bring their old one back. We offer our clients the freedom of selecting a different colour from our generous pallet of shades available on the type of leather you initially purchased. All the returned products will be gone through our research department for check-ups and a detailed quality improvement analysis, and will also be available in our OPENBOX section at very accessible prices.

17 LEATHERS/FABRICS AND OVER 600 COLOURS

MAFF is one of the biggest leather manufacturers globally regarding leather types, colour pallet, design variations and product range as an independent brand. We count 8 faux and bovine types of leather (Man-Made, Classic, Nappa, Lagun, Aniline, X-Treme, Oldtimer) and 8 exotic skins (Beaver, Eel, Lizard, Python, Ostrich, Stingray, Alligator, Ostrich).

Moreover, we include exclusive fabrics to our designs, such as: Alcantara, Canvas and Sonnenland; and also the most expensive fabrics in the world, part of our Elegance Collection: Silk, Cashmere and Vicuna, Alpaca.

With over 600 colours, we offer a wide variety of leather goods: from bags and accessories to furniture and car interiors, all made by us and personalised by you. Thus, each item is a statement of self-expression and an extension of who you are.



CANVAS

Canvas is a plain-woven water-resistant fabric that blends cotton and synthetic fibres, resulting in a great outdoor fabric.

Used by artists to paint on and by designers to played with, it is well-known for being extremely versatile, durable, sturdy, and heavy-duty.

MAN-MADE LEATHER

Man-Made leather is a durable and synthetic fabric made of polyvinyl chloride, chemically treated and dyed to resemble real leather.

MML is a more versatile and ethically friendly alternative to natural leather.

SONNENLAND

Sonnenland, or the fabric used for convertibles, is the brand name for a 3-layer, high quality topping. Originally used by Mercedes Benz, Porsche, BMW and other top marques, will remain like new for many years.

ALCANTARA

Made by a sophisticated industrial process with no rivals, the recipe is still a secret, Alcantara embodies the new paradigm of the contemporary lifestyle typical of those who search, in the products they use every day, besides the emotion of beauty, respecting ethics and the environment. In a nutshell, Alcantara is Beautiful - elegant and sophisticated, Pleasurable - soft and comfortable, Reliable - light, strong and durable, Eco-friendly - 100% Carbon Neutral.

CLASSIC LEATHER



Classic Leather is a corrected grain leather highly buffed to remove imperfections and topped with a pigmentation finish. Even though corrected grain leather does not present any notable differences compared to full-grain leather, it is generally more durable. Also, the Classic Leather is hard-wearing and easy to clean due to its pigmented coating.

HERMES LEATHER



Taurillon Lagun is a mineral-tanned full-grained anti-scratch leather made from baby bulls' hides.

It's thickness and "well-roundness" offers durability and resistance against tarnishing, as its finish makes it uniform and consistent while remaining very elegantly supple and silky. The slouchiness of the Lagun leather gives the bags a more casual look. Its larger but very soft flat grains have a luxurious matte look, being highly scratch resistant.

NAPPA LEATHER



Nappa leather stands for any type of bovine or sheep origin skins, distinguished by a silky, smooth and low thickness surface. Dyed in water-soluble colourants to make it more resisting to fading and easier to clean, Nappa is a full-grain leather whose surface has not been altered in any way, except for the hair removal. No corrective procedures have been performed to get rid of natural signs (scrapes or stretch marks), retaining a lot of its original texture and offering a more authentic overall look. Nappa texture shines for being tough and durable, however soft and pliable, the result of a unique tanning process.

OLD TIMER LEATHER



The Old Timer is full-grain bull leather, meaning no corrective procedures have been performed to get rid of natural marks the skin may present - this allows the leather to retain a lot of its original texture and markings, offering a more authentic overall look. This type of leather is produced in a small family tannery using traditional techniques passed down for generations, and it is the very same one used by Mercedes Benz for SL 300s. Old Timer is vegetable tanned leather, extremely rare nowadays due to the high production costs.

X LEATHER



Classic Leather is a corrected grain leather highly buffed to remove imperfections and topped with a pigmentation finish. Even though corrected grain leather does not present any notable differences compared to full-grain leather, it is generally more durable. Also, the Classic Leather is hard-wearing and easy to clean due to its pigmented coating.

ANILINE LEATHER



Aniline is a premium-quality full-grain leather characterised by its luxurious finish that keeps the skin surface uncovered and visible to the naked eye. The treatment is done through the immersion of the skin in transparent tanks and gives the product colour while maintaining the animal's typical visible pores and skin. Translucent, soft and pliable, Aniline has always been synonymous with refinement in the world of leather and represents the best kind of leather that the tanning industry has to offer.

ALLIGATOR SKIN

EXCLUSIVE ALLIGATOR HIDES



MATTE

GLOSSY

SUEDE

ALLIGATOR HIDES



MATTE

GLOSSY

SUEDE

PYTHON SKIN

EXCLUSIVE PYTHON HIDES



MATTE

GLOSSY

STAINED

OSTRICH SKIN

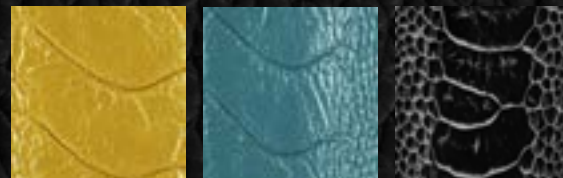
EXCLUSIVE OSTRICH HIDES



MATTE

STARDUST

EXCLUSIVE OSTRICH LEG HIDES



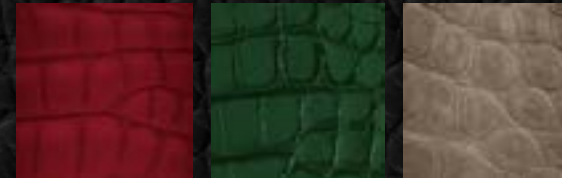
MATTE

GLOSSY

STAINED

CROCODILE SKIN

EXCLUSIVE CROCODILE HIDES



MATTE

GLOSSY

SUEDE

CROCODILE HIDES



MATTE

GLOSSY

SUEDE

STINGRAY SKIN

STINGRAY BODY HIDES



MATTE

GLOSSY

STINGRAY EYE HIDES



MATTE

GLOSSY

LIZARD SKIN

EXCLUSIVE OSTRICH LEG HIDES



GLOSSY

METALLIC

NAPPA BASIS



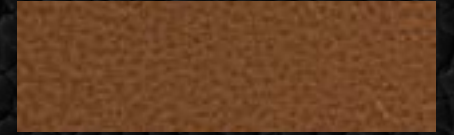
Nappa Basis hides are selected from the best cool climate European crusts available. Nappa Basis hides are lightly corrected then printed with the nappa pattern for an even, consistent, and very clean hide. Upholstering with Nappa Basis hides will give you a factory accurate result.

NAPPA



Nappa leather provides a higher degree of luxury and is a higher grade of leather than standard leather. A type of soft, full-grain leather, Nappa leather interior exhibits a natural look and feel that is preserved with a specialized finish. With this finish and pigmentation applied, Nappa leather is more durable and distinct than aniline or semi-aniline leathers – perfect for a luxury automobile. Nappa leather can also be embossed to enhance the natural full-grain look or add a brand's logo.

NAPPA FULL-GRAIN



Nappa full grain hides are selected from the best cool climate European crusts available. Nappa Full Grain hides are the premier choice as the hide surface is in its unaltered original form without correction. It is then printed with the nappa pattern for an even, consistent, and very clean hide. Upholstering with Full Grain Nappa hides will give you a superior result. Nappa texture shines for being tough and durable, however soft and pliable, the result of a unique tanning process.



PORTFOLIO

MAFF BAGS & ACCESSORIES

Customisable leather bags and accessories to match any taste and fit any necessity.

MAFF CARS

Bespoke car interiors, scooters, all covered in leather.

MAFF MASON

Luxury furniture with a leather twist, adorned with MAFF touches

YOUR BUSINESS IN LEATHER

On demand leather items created for your business.

MAKE FASHION YOUR OWN

MAFF showcases the perfect bags and accessories that fit everyone's needs and tastes as customers can experiment with the designs, but most importantly truly make them their own.

MAFF produces large size items - gym bags and backpacks; to smaller size ones – toiletry and belt bags.

Our leather goods are available in a wide range of vibrant colours (up to 600 shades), to which customers can add bespoke details such as initials or special messages.

TURN SOMETHING SPECIAL INTO SOMETHING PERSONAL



ULTRALEGGERA COLLECTION

Elegantly blending Canvas with Man-Made Leather and Classic Leather touches, the Ultraleggera Collection features practical, resistant and stylish goods for a relaxed, however, chic look. This collection is designed to be extremely light for a very comfortable trip.



HYBRID COLLECTION

Hybrid collection stands for a superb mixture of Man-Made Leather accompanied by Classic Leather touches (handles and pippings), offering a luxurious and chic allure. Travel everywhere in style with our Hybrid Collection!



ELEGANCE ALCANTARA COLLECTION

The Elegance Alcantara collection is a genuine militant for refinement and style, gracefully combining fine Alcantara material and a touch of smooth Nappa leather. This collection is one of our MAFF stars that assures elegance and chisness in a wide pallet of colours carefully selected for a perfect Alcanatara and Nappa match.

MAFF



CLASSIC COLLECTION

Exclusively fashioned in Classic Leather, one of the most hard-wearing leathers, the Classic Collection is the result of visionary design and unbridled imagination. Its resistance to any exterior damages is formidable as well as its amazing natural finish creates a perfect chic affair.



NAPPA COLLECTION

Nappa Collection describes elegance at its best. Nappa leather is dyed in water-soluble colourants to make it more resisting to fading and easier to clean, Nappa is a full-grain leather whose surface has not been altered in any way, except for the hair removal. No corrective procedures have been performed to get rid of natural signs (scrapes or stretch marks), retaining a lot of its original texture and offering a more authentic overall look.



X-LEATHER COLLECTION

X-leather Collection is made exclusively of top-grained X leather, a remarkably hard-wearing leather that combines high technical qualities with captivating and enduring real leather sensations. A top-grained leather made of heavy bull hides and strong vegetable re-tanned.

The optimised surface ensures a high UV resistance and enhances a classic and elegant allure. Thanks to its higher abrasion resistance values, X-leather is a low maintenance leather suitable for heavy-duty indoor areas; however, we choose to use it for accessories, too.

HERMES COLLECTION

Hermes Collection encapsulates elegance and chiness all together for a oerfect look.

Taurillon Lagun is a mineral-tanned full-grained anti-scratch leather made from baby bulls' hides.

It's thickness and "well-roundness" offers durability and resistance against tarnishing, as its finish makes it uniform and consistent while remaining very elegantly supple and silky. The slouchiness of the Lagun leather gives the bags a more casual look. Its larger but very soft flat grains have a luxurious matte look, being highly scratch resistant.



ARMY COLLECTION

Adorned with our iconic bullets, snipers and shotguns accessories, the Army Collection bridges tradition and modernity, edgy vibes and chic classicism. Offered in a hand-picked selection of fabrics (Alcantara), bovine (Nappa and Hermes leather) or fine exotic skins, each Army product is indeed a Maff statement. You can accessorise your Army products with 9mm bullets, 338 LAPUA snipers or Shotgun in either black matte, gold or rose chrom/matte gold, or silver colour.

EXOTIC COLLECTION

Offered in a hand-picked selection of the most delicate exotic skins, Maff proposes a wide range of products crafted using rare materials of the highest quality, chosen for their complex, unique nature, varying sizes and singularity. For an even more exclusive offering, all products crafted in an exotic skin may now also be customised with the option of choosing the colour from a palette of matte and shiny shades, along with the metal hardware and lining. A customisable patch can also be added to create a unique product. Last but not least, true connoisseurs can enjoy a premium offering, with a choice between various exotic skins: Alligator, Crocodile, Python, Ostrich and Ostrich Leg, Stingray with or without its eye, Lizard and Beaver.



PHONE CASES

Crafted in more than 20 types of leathers and fabrics, Maff Phone Cases are available in an energising spectrum of colours (over 600 shades) and adorned with our unique accessories. With endless colour combinations and personalised by you, each cover is a statement of self-expression and an extension of who you are.



MAFF COMFORT ON THE ROAD

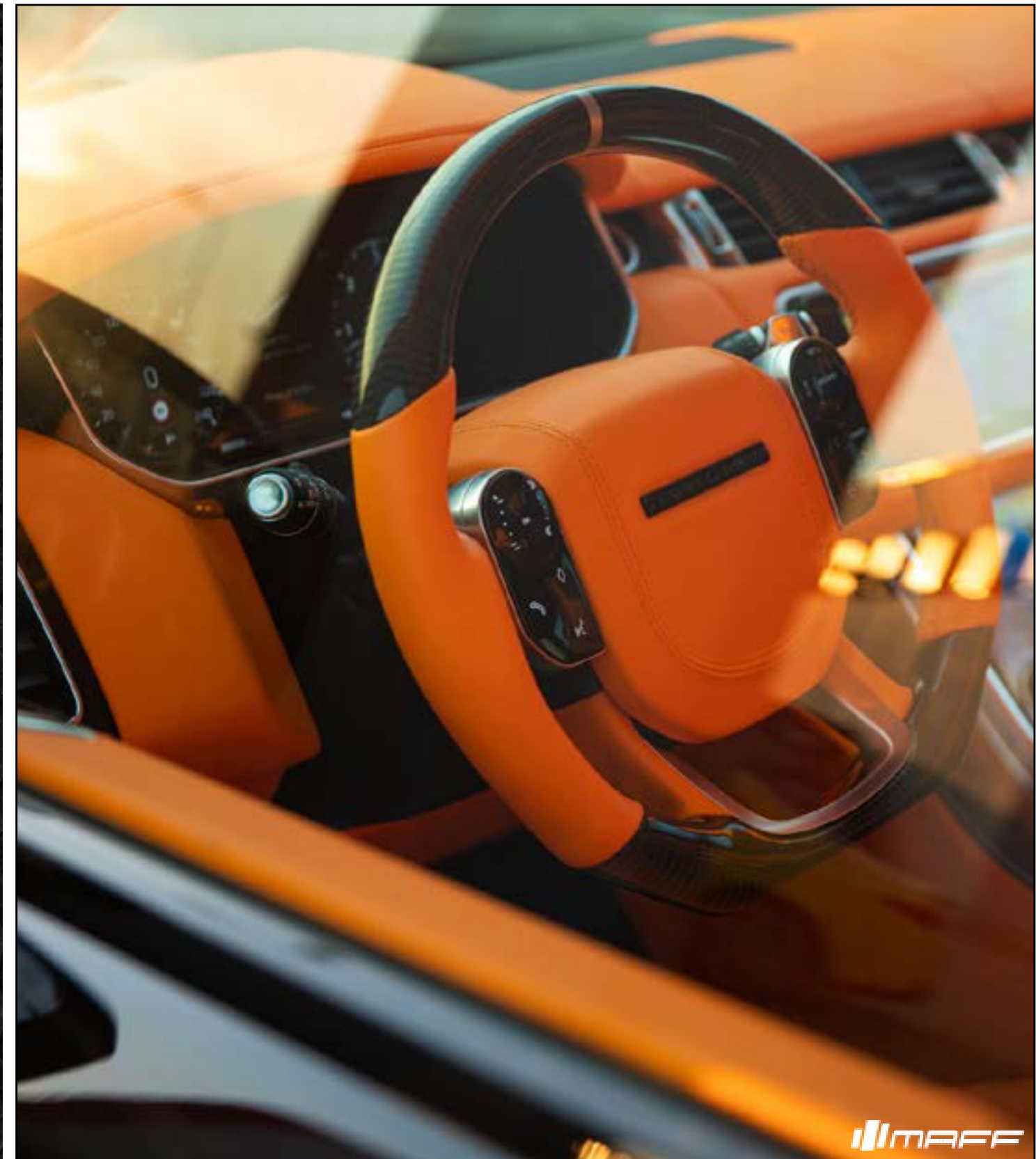
Having a long-standing reputation built on excellence craftsmanship, MAFF creates car customisation since 2000, housing a veteran team of technicians, designers and painters.

With over 1000 car designed, our customers are given maximum freedom of choice regarding the combinations they use, enabling an extraordinary level of exclusivity to be achieved.

MAFF offers its customers the chance to tailor their cars according to personal taste and customise each decorative element of their car for a perfect fit.

We have also started re-upholstery for electric scooters and Vespas. Stay tuned!

TURN SOMETHING SPECIAL INTO SOMETHING PERSONAL















OUR COMMITMENT TO YOUR BUSINESS IDENTITY

Create and produce bespoke leather goods for your COMPANY with MAFF.

Our vision encapsulates various creative ideas, products and services which come at hand for businesses with a flair for quality.

We can provide any MAFF products, such as branded items with your COMPANY LOGO to your key employees, beloved customers and business partners. Moreover, we can also design and produce bespoke cars and Vespa scooters, electric scooters etc. for your marketing campaigns as it is in our product range.

TURN SOMETHING SPECIAL INTO SOMETHING PERSONAL



YOUR BUSINESS IN LEATHER / MATCH YOUR BUSINESS

MAFF

FOR

ALTITUDE



MAFF

YOUR BUSINESS IN LEATHER / MATCH YOUR BUSINESS

MAFF

FOR

11
ELEVEN



MAFF

FURNITURE WITH A LEATHER TWIST

Our latest project offers a carefully manufactured range of furniture accompanied by top-quality details such as geometrical shapes and chic accessories made of white or yellow gold.

Working with natural wood, marble and covered with the finest leather, MAFF furniture is, in essence, a true statement of chicness.

TURN SOMETHING SPECIAL INTO SOMETHING PERSONAL



MAFF MULTIFUNCTIONAL BACK POCKET

The multifunctional pocket located on the backside of all our products is truly an innovation that significantly simplifies your travel. The pocket presents upper and lower zippers that allow the product to be used in various ways. If the lower zipper closed, the pocket serves as an open storage compartment to keep your all-day-use belongings and a zipped one to keep your documents or other goods secured, organised and accessible.

Great for traveling, when the lower zipper is open, the pocket instantly shows its genuine innovativeness as it transforms into support that allows you to place the product on the trolley handle while still having a secured zipped pocket, perfect for boarding pass and passport.

The pocket is a combination between innovation and practical design, a gift to all the products invented by our Creative Director, @theleathermagician.

*LUXURY MUST BE COMFORTABLE, OTHERWISE IT IS NOT
LUXURY.*

COCO CHANEL



QR CODE TAG

QR codes and Wireless Chisp represent a creative way to connect the MAFF community; thus, our team created unique leather QR code tags for each product coming out of our atelier.

Besides being aesthetically pleasing, it also serves multiple purposes (internal and external) when scanned:

- *Counterfeiting purpose:* each MAFF product has a unique QR code that confirms its authenticity and generates the Product Identity Certificate (PIC). Through this mechanism, we are the first brand in the industry that will connect our clients to their MAFF products on a different level;
- *Sales purpose:* the QR code will lead you directly to our website, showing the exact product you scanned;
- *Stock management:* QR codes also server for internal stock management. This tool will allow us to check the exact amount of products we have in stock and all the features and details each product has.



MAFF EXPERIENCE

MAFF Design Studio is a 1500 meter square special place to which all our customers can come to design their bags, cars or furniture and make them even more unique, molded to their personal tastes.

Designed to ensure that the customers feel absolutely the center of attention, the Studio is a truly exclusive, sophisticated place where our guests can create their very own bespoke leather items with the assistance of a team of experts.

We take really good care of our guests, from appetisers and drinks to lunch or dinner depending on the meeting time.

IT'S MUCH MORE THAN LEATHER... IT'S PASSION FOR QUALITY ALL THE WAY



MAFF GROUP

MAFF Group encapsulates the fashion brand, MAFF Bags, and the auto atelier by MAFF.

MAFF Bags currently counts 60 employees and 9 departments: Creative, Mechanics and Eletrical Engineering, Accounting and Finance, IT and Graphics, Disassemble and Upholstery, Painting, Sales, Marketing and PR, Production (split into 5 divisions: tailoring, sewing and painting, carbon production, furniture production) and HR :

Paint Shop for a complete car exterior makeover or paint small details, such as wheels;

Electrical and tinkering department - for unmounting interior and exterior parts of cars;

Carbon fibre production division where we produce steering wheels, inteior ornaments in carbon cunting classic carbon and forged carbon

Furniture production including CNC machining for the products that we cover in leather where we have an unique technique.



EXCELLENCE IS OUR PRIORITY

- Increase the number of leather types to 25;
- Explore more sustainable fabrics and materials to introduce into our collections;
- Integrate an online configurator for clients to design their items (from leather type and accessories to the lining and stitches colour);
- Upload 400.000 products (different models, designs, leather types and colours) on our new website hosted on Magento until the end of June 2021;

*You need to consider that almost all of these 400.000 products our team had to designed, produced, shoot, stored not only in our warehouse but also on a server cloud in order to launch the biggest website for an independent mono-brand in the WORLD.

- Optimise the process of uploading the rest of IMIL photos of our products that have already been taken, edited and prepared (CSV, prices, etc.)
- Present all 90.000 phone cases models to our clients
- Develop the MAFF Maison and MAFF Match your Business divisions,

CONQUER THE WORLD

- Become a leader in the leather manufacturing industry and the biggest phone cases producer (design-wise) globally;
- Open flagship stores in Europe (Venice, London and Paris) and Middle East (Bahrain, Doha and Dubai);
- Have the largest number of products uploaded on our website amongst the fashion industry.

CONTACT MAFF BAGS

INSTAGRAM

@MAFFBAGS

@THELEATHERMAGICIAN - OUR CREATIVE DIRECTOR

FACEBOOK

MAFF BAGS LEDER MANUFAKTUR BOUTIQUE

WEBSITE

www.MAFFBAGS.com

BUSINESS DEVELOPMENT MANAGER - MARIA

EXPORT@MAFFBAGS.COM
