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FROM THE MOUNTAINS TO THE SEAS OF THE WORLD

Lace, embroidery, fine fabrics, and precious yarns—Maison Claire's collections celebrate the value of ancient crafts and pay homage to Italian arts and craftsmanship.

by Luisa Taliento - ph. courtesy by Maison Claire



Left: White honeycomb bathrobe with blue scalloping, a youthful, fresh, and highly refined creation; handmade, custom-made, and personalized to customer specifications. Top right: Cushions and sponges from the Apollo collection, designed to enhance the environment they are placed in

"You speak about your work like a woman speaks of a man she is deeply in love with." Giulia Scalvini, who runs Maison Claire together with her daughter Clara, remembers these words as the most beautiful compliment she has ever received. It was said to her by model Slavica Radić, then the second wife of Bernie Ecclestone, the entrepreneur and former racing driver long regarded as the patron of Formula One. Radić approached Maison Claire to furnish their 58-meter motor yacht, Petara (named after their daughters Petra and Tamara) with the fine fabrics produced by the Piedmontese company. "It was our first yacht," Giulia recalls, "and I still remember when we met in London. We were sitting on a carpet, I was showing her our samples and the rose fragrance we use to iron the fabrics completely won her over. She said, 'Why don't you turn this into a business?' I took her words literally, and once back in Italy, we created a line of fragrances that are now highly sought after. Since then we have furnished and continue to furnish numerous yachts, though for the sake of privacy we can't name them. We work with the best architectural firms that specialize in yachts, and it is the owners themselves who request our brand. Among them we can mention Croce del Sud, an iconic sailing yacht designed in 1931 by Nicolò Martinori, which benefits from our collaboration. We are

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On this page, clockwise: Dedalo 4-corner placemat set; Clara Bertoli and Giulia Scalvini, the owners of Maison Claire; double-scallop orange placemat. Opposite page: double-layer sauna towel; from the Blue Sky and Beverly Hills collection; from the Due Cordonetti collection; Maison Claire's golden rose fragrances

an artisanal company, an atelier that creates everything bespoke, using the same materials for yachts (except for the terry used for exteriors) that we employ in furnishing villas, houses, and chalets.” These prestigious yarns like silk, linen, cotton and pure cashmere tell the story of Valsesia (in the mountains of the north-east of Piedmont), where the brand is based. The company has another unique feature - it is entirely run by women. “The only male presence,” jokes Giulia, “is our little dog, My Dream. At the end of last December, we delivered tablecloths in five different models for a 140-metre yacht, for tables ranging from 7 to 9 meters, which became a magnificent setting for important dinners. Alongside the textiles we introduced a collection of table accessories – plates and chargers hand-decorated in gold

and platinum, with the possibility of customizations featuring logos or initials that reflect our collections. We had the pleasure of representing Made in Italy with the Piedmont region at the Italy Pavilion during Expo Dubai, a source of great satisfaction. On that occasion we were invited to breakfast at Zabeel Palace, the residence of the Sheikh—one of our esteemed clients—by some high-ranking officials. We travel the world, and these experiences also serve as sources of inspiration. The Buckingham Palace gates suggested a decorative motif, while the idea of pairing brown and orange came to me in Tokyo. When things are seen with love, they can be created with love. And that’s what our clients perceive, and it makes them happy.” maisonclaire.it

