

**IN LUXURY**

heritage and luxury advisors

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What propels In Luxury  
is the perpetual quest for excellence,  
an unwavering dedication to surmount every challenge,  
and turn each project into a remarkable triumph.

Beauty and quality serve as our guiding beacons,  
Made in Italy stands as our legacy,  
and innovation fuels our drive.

Together, we shape a future that honors  
the genius of Italian craftsmanship  
and its uniqueness, with fervor  
and wholehearted commitment.

In Luxury is a journey that began three decades ago, guided by the foresight and entrepreneurial passion of Marco and Paola. Guiding In Luxury since 1994, the founders have been firsthand witnesses to the global rise of Italian design, and the project was born embracing this transformative movement. Since then, In Luxury has carved a path closely intertwined with the evolution of taste and the market—a consistent growth shaped by unwavering passion and dedication.

Operating in the Northern Italy region, with our headquarters in the Lombard wood and furniture district. Here, we have forged strong relationships with prominent brands in the industry, companies, design studios, designers, and architects.

In Luxury aims to surpass a mere listing of services. Our commitment centers around a tailored and precise experience, adapting meticulously to set timelines and diverse project requirements.

Yet, our dedication goes beyond the surface: we conduct thorough market research in the realms of product management and commercial strategies.

This enables us to provide well-informed consultations on market trends and shifts, as well as on the effective application of proposed solutions and their corresponding implementation techniques.

The thoughtful promotion of products is carefully curated, emphasizing every aspect and tailoring them to specific usage needs.

Our most important added value, however, lies in our exclusive network of relationships and contacts, a fundamental pillar that significantly facilitates the achievement of our clients' project objectives in a more seamless and efficient manner.

A network that has been cultivated with passion and dedication over the years. Becoming partners with In Luxury means benefiting from privileged access to a unique fabric that goes beyond the material.

Our commitment doesn't end with the conclusion of a project; we ensure comprehensive follow-up, from ideation to serial production, to guarantee the complete satisfaction of our clients.

Our dedication also extends to constant research on the latest developments, trends, and innovations in the furniture and design world. We actively participate in the most prestigious trade shows and eagerly awaited industry events, always keeping a watchful eye on the present to anticipate the future.

We define ourselves as heritage and luxury advisors, operating with passion along the Made in Italy supply chain. We are much more than mere intermediaries. The DNA of In Luxury is a unique fabric woven with precious experience in a context rich with stimuli, a local scene globally recognized as the cradle of functional design and the culture of beauty, which has inevitably left a dazzling imprint on our personal formation.

This natural approach, oriented towards the quality of the object, and the know-how accumulated over the years have transformed us into authentic experts capable of suggesting tailored solutions.

Our strength lies in solid partnerships with some of the most significant names in Made in Italy, confirming the reliability of In Luxury as they entrust us with exclusive relationships. Consolidated relationships with true protagonists of contemporary Italian design allow us to offer items of rare beauty and unparalleled quality.

Our purpose is to turn every project into a remarkable success, surpassing expectations with determination and professionalism. We are committed to connecting individuals and businesses that share the same principles, as well as an innate sensitivity to Italian heritage. The primary objective in each project is to simplify the design and development journey for every client, ensuring a consistently transparent and effective service.

PURPOSE

In our commitment to excellence, In Luxury stands out for its close collaboration with partners who prioritize a sustainability policy of paramount importance. We believe it is crucial to work only with those who embrace ethical and sustainable values. Our dedication goes beyond simply offering high-quality products and services; we deeply care about the environment and promote eco-sustainability as an essential pillar of our mission. We recognize the urgent need to preserve our planet, and that is why we tirelessly work to integrate sustainable practices into our business approach.

In Luxury's future projects are anchored in this commitment, placing special emphasis on the enhancement of products developed with awareness. We constantly look towards new horizons, especially in the realm of circularity and the life cycle of materials and products. We are determined to promote a world where sustainability and ethics are not just words but a tangible reality that permeates every aspect of our work.

Marco Mainardi and Paola Maffioli embody the beating heart of this extraordinary adventure. Their vision has transformed In Luxury into an authentic point of reference in the world of luxury design and Made in Italy excellence. The two founders share a passion for innovation and the creation of enduring connections with clients and partners, fueling the continuous success and growth of the company.

PAOLA AND MARCO





In us, you find a reliable ally capable of providing comprehensive technical and commercial support, qualified and always up-to-date within our network of contacts.

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