

CATALOG
2026

MA/DE

[MAVERICK DESIGN STUDIO, LLC]

HANDCRAFTED BAGS AND ACCESSORIES
FOR YOUR BUSINESS.

MA/DE IN MA.

WWW.MA-DE.STUDIO



LYNN, MA

INFO@MA-DE.STUDIO

(508) 649-9435

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What We Do Differently

Redefining American Manufacturing: Client Focused, Flexible Production of High-End Softgoods.

At MA/DE, we're redefining what it means to manufacture in America. We're not a typical factory. **We're a hands-on workshop built around what clients actually need:** premium quality, real collaboration, and production that can flex with your business.

We partner with you from concept to completion, whether you're customizing an existing design of ours or developing something new. Since **design, prototyping, and production all happen under one roof in our Lynn studio**, you get tighter feedback loops, faster decisions, consistent quality, and a team that stays close to the details.

A big difference is how we approach minimums. We offer **flexible production quantities** so you can test the waters, validate demand, or keep inventory lean without committing to a massive run. That means less risk, less cash tied up on shelves, and a path to scale that matches reality.

We believe in products made to last, not just to sell. We source **premium materials meant to age with character** and build leather goods and softgoods that feel intentional, perform hard, and represent your brand with integrity.

This is a more thoughtful way to produce. No overseas delays. No bloated markups. No compromises. **Just high-end goods, built with care, and made right here.**

Let's build something better, together.

PROMOTIONAL PRODUCTS THAT STAND OUT.

Heading to a tradeshow or stocking your shop with merch? Start with our lineup of classic patterns and put your name on something that gets carried, not tossed.

Skip the design phase and avoid the added time and cost of starting from scratch. With existing tooling and clear pricing, production moves faster and stays on track.

You choose the style, and we customize it to fit your brand. We can adjust materials, colors, logo placement and other finishing details.

We are always updating the collection, so check back for new patterns and styles.



REQUEST A QUOTE TODAY



Utility Keychains

Your logo on the front and company info on the back give you a perfect piece of merch that gets used daily.



Patch Hats

Customize a classic hat with a leather patch engraved or stamped with your logo, motto, or design for an easy everyday staple.



Patch Stickers

A leather patch that can stick to almost anything. Get your branding engraved directly onto leather for a sticker that won't ever peel away.



Wrapped Ceramic Cups

Stamp your logo onto the side of hand-wrapped ceramic mugs. Perfect for serving hot or cold drinks.



Coaster Sets

Thick leather coasters stamped with your logo for a premium tabletop touch that protects surfaces and keeps your brand in the room.



Lighter Cover Keychain

Hand stitched lighter cover keychains that protect your lighter and put your branding in someone's pocket every day.



Premium Slipmats

Add your branding to a full grain leather slipmat that elevates any setup and delivers a smoother, more refined feel.



Zipper Pulls

Shell cordovan zipper pulls with your name make for an ultra premium feel your customers notice every time they zip.



Luggage Tags

These tags keep info visible and your gear easy to spot. Fits a standard 2 x 3.5 inch card behind a clear vinyl window.

Developing Your Own Designs With Us

Whether you have your own patterns already and are looking for a new domestic manufacturing partner or you have an idea you'd like to make, we can help you. We support projects at any stage, from early concept and material selection to sampling and production, with clear communication and a process that stays realistic on timeline and cost.

Concept to Sample (Design Stage)

A required step for any project that needs a new pattern or refinement before production. This is where we translate your idea into a manufacturable design, develop or refine the pattern, and build prototypes to confirm fit, function, construction, and materials.

Because getting it right takes iteration, this stage includes the full back and forth that comes with dialing in details, plus the cost of prototyping. Most projects take a few weeks to a couple months depending on complexity, feedback timing, and how many rounds of samples we run.

- Duration: 2-6 Weeks

Production Pilot (Small Batch Launch)

Starting from scratch doesn't have to mean committing to expensive tooling or large minimums. Production Pilot lets you produce a small batch using laser-cut patterns, so you can validate the design with real customers before investing in custom dies or stamps.

Because we laser cut patterns in-house, we can tweak shapes, pocket geometry, and construction details between rounds without the cost and lead time of new tooling. You get product in hand, generate sales, gather feedback, and refine what matters before scaling.

Branding stays flexible at this stage too. We can engrave logos directly, which removes the need to invest in brass stamps for heat or foil stamping until the design is locked.

- Lead Time (excl. material procurement): 2 Weeks
- 100 units or less (size dependent)

Tooling-Ready Production

This is for designs that are proven and ready to scale. Unlike Production Pilot, this stage is built around dedicated tooling that increases consistency, speeds up manufacturing, and lowers the cost per unit at higher quantities.

We invest in custom cutting dies for fast, repeatable pattern cutting, and switch branding from laser engraving to brass stamping. Brass stamps allow hot stamping, foil stamping, or a clean press into the leather without removing the top layer, and they're significantly faster than engraving. The result is a more refined finish, quicker throughput, and better unit economics when you're ready to commit to a larger MOQ.

- Lead Time (excl. material procurement): > 1 Month
- 100+ units
- Additional stamp and die fees





PARTNERSHIP IN PRACTICE

Scaling an add-on into more than 5,000 Sales & 10+ Editions

Our first project was with a long-time client of ours who needed an accessory to complement their flagship product, a premium safety razor. We pitched the idea for a custom cover, and it quickly took off. Since then, we've delivered over 5,000 handcrafted pieces in 10 unique color combinations. It has become a popular add-on for their customers.

As the product evolved, we worked closely with their team to refine the design, introduce new variations, and release limited edition colorways. Through consistent collaboration, we streamlined production, cut costs by half, and maintained the premium quality they were known for. The result was a better product, stronger sales, and a more thoughtful experience for their customers.



The Story So Far

Back in 2020, I started MA/DE at my desk in a tiny one-bedroom apartment just outside of Maverick Square in East Boston. I had just graduated as a mechanical engineer and decided to explore the world of design instead of sticking to the engineering path I had been building toward.

Maverick Design Studio began as a generalist studio. We did any kind of freelance work you could think of: websites, graphics, products, animation, and photography. We were a jack-of-all-trades design service for other small businesses and entrepreneurs starting their journey. We believed everyone deserves quality, no matter their budget. From the beginning, we made everything to the highest standard and always considered environmentally friendly processes and materials.

We did it all, but I felt like something was missing. We needed to be the ones producing the products to ensure they were made to our standards.

It wasn't until years later that everything clicked. We pitched a small leather cover to a client to complement one of their products, and we never looked back. In working on that first softgoods project, I learned that all our CAD and renderings weren't enough. The answer was suddenly staring me in the face. I've always appreciated a well-made bag, been entranced by every stitch, and gotten caught up in the hype of sneaker design. I even enjoyed leatherworking in my free time since high school.

Our goal is to build on the legacy of manufacturing in Massachusetts and become the largest producer and supplier of the highest quality leather and softgoods.

Although our vision has evolved over the years, we've always stood by the core values of the business and the true definition of a maverick. Now that we're no longer in Maverick Square, we've shortened our name to MA/DE. I think that fits what we do: we make.

OFFICE

271 WESTERN AVE.
STE 410
LYNN, MA 01904

CONTACT

PHONE: (508) 649-9435
EMAIL: INFO@MA-DE.STUDIO
WEBSITE: WWW.MA-DE.STUDIO
SOCIAL MEDIA: @STUDIO_MA.DE



**REACH OUT FOR
YOUR NEXT SAMPLE**



Michael Pasquale, Owner