



maiika[®]
MAKING EVERYDAY GOODS DELIGHTFUL

BRAND PROMISE AND CORE VALUES



**BRAND
promise**

TO INSPIRE JOY AND DELIGHT
THROUGH THOUGHTFULLY DESIGNED
PRODUCTS AND EXPERIENCES.

OUR VALUES

CREATivity

innovation

Empathy

Integrity

Sustainability

2024 HIGHLIGHTS

- Record number of product launches (12) and home runs (Essential totes, enhanced Commuter Totes)
- Bryant Park
- Best Sellers (grid from Savannah)



WHAT WE DID IN 2024

Wholesale in 2024:

- commission books
- emails
- training
- wholesale hub
- inventory hub



FAIRE & MARKET DAY PROMOTION

In 2025, MAIKA will match the promo pricing from Faire during its Faire Market Days.

JANUARY 22-24 (Jan 21 is VIP day).

- 5% off at \$400
- 8% off at \$800
- 10% off at \$1400

Faire will add additional discount of 5% (for orders \$400 or more)



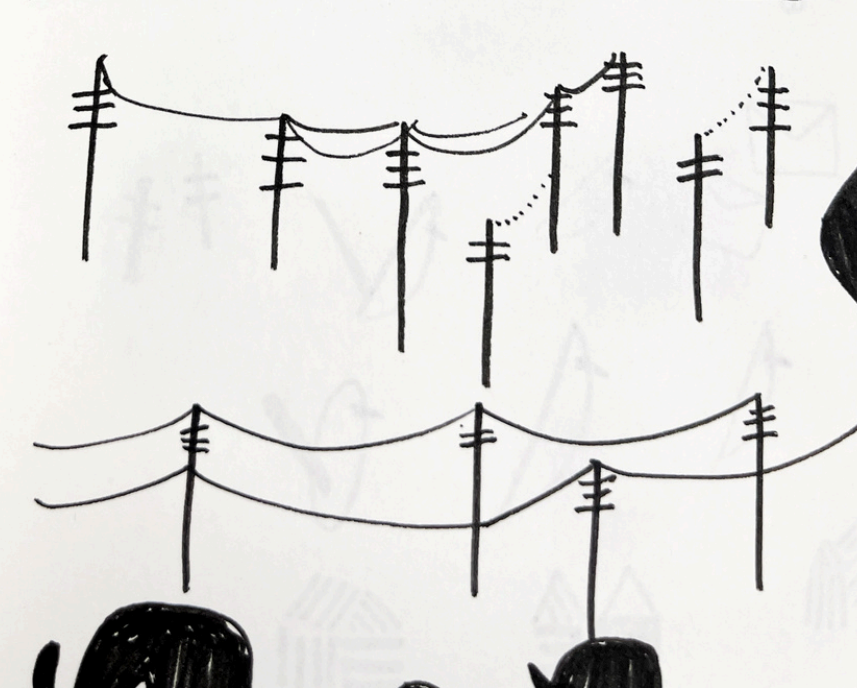
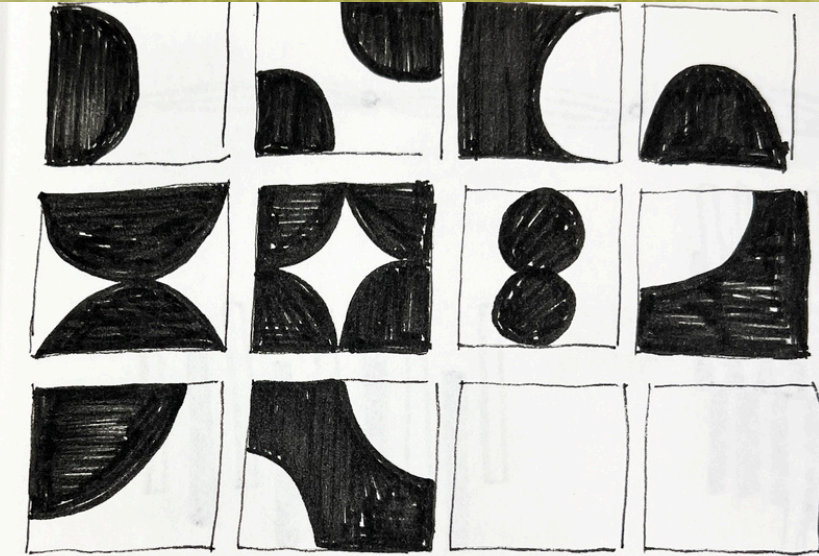
FAIRE POLICIES

In 2025, MAIKA will focus on using Faire as our primary entry point for order. If there is a new client that comes through Faire, we will pass that client on to you for follow up and client management.

We are also committed to ensuring that your commissions will be honored. In other words, if your client orders from Faire and doesn't use your personal Faire link, please contact Chrystal. We will work together to solve the issue.



Q1: NEW RELEASES



NEW COLLECTION: **ENID | INSPIRATION**

Artfully alive. Playful. Intentional

Inspired by...

- the parterres in the Enid A. Haupt Garden in Washington, D.C
- Enid Annenberg Haupt



NEW COLLECTION: **ENID**

Artfully alive. Playful. Intentional

We start shipping on Feb 5.

Available in all totes, crossbody bags, backpacks
and pouches.

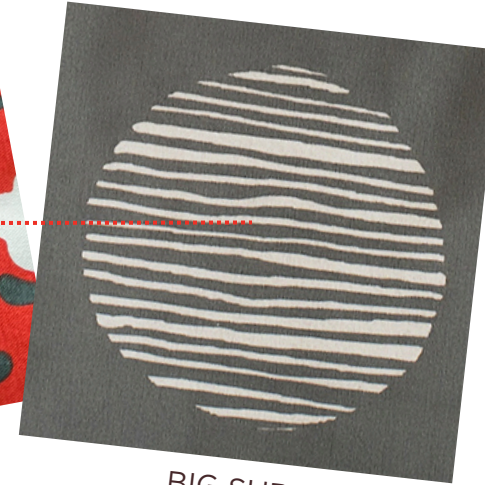
[PLACE PRE-ORDERS NOW](#)



ENID PLAYS WELL WITH...



ENID



BIG SUR



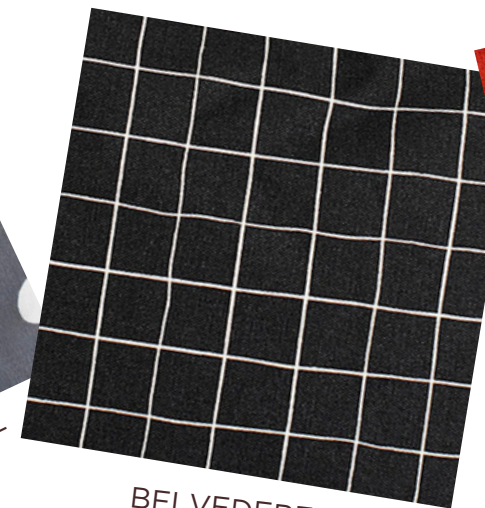
TANSY



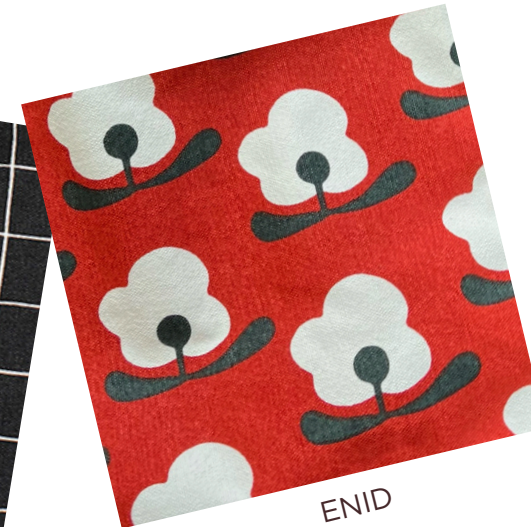
CARMEL



ECHO CHARCOAL



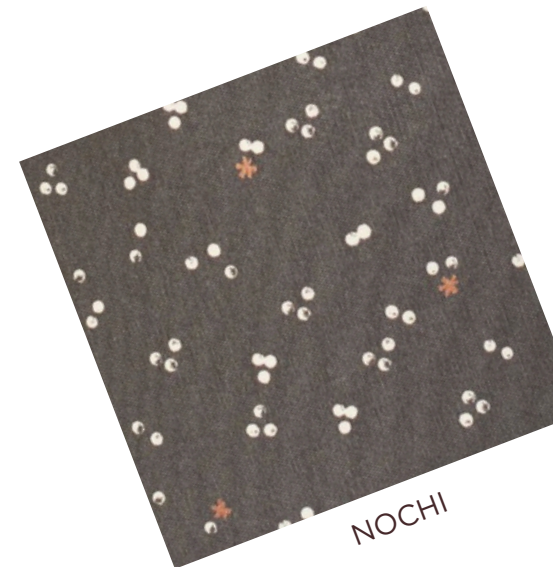
BELVEDERE



ENID



FLORES



NOCHI



ENID



HUNTER GREEN



HANA

PROJECT TOTES

MSRP \$80
WHSLE \$36

Designed for creative souls on-the-go

- 4 outer pockets for easy access
- Drawstring enclosure to secure your project items
- Inner pocket with slots for tools and accessories
- Handy grommet for threading yarn or hooking a charging cable

We start shipping on March 1.

[PLACE PRE-ORDERS NOW](#)



BACK BY POPULAR DEMAND: **CHERRIES**

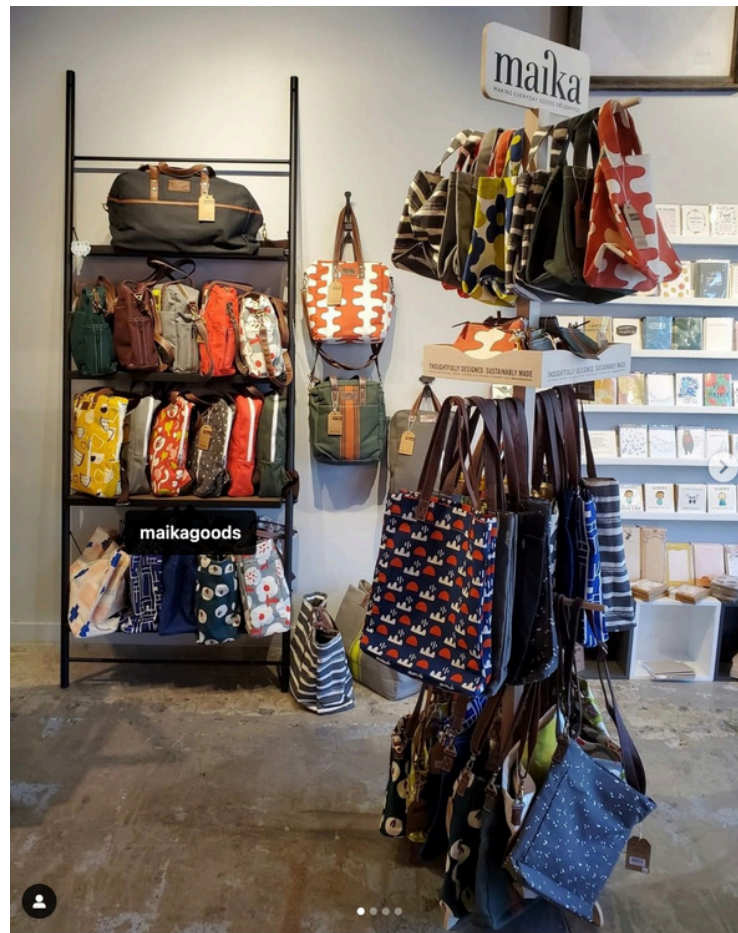
We start shipping on April 1.

Available in all totes,
crossbody bags and pouches.

[PLACE PRE-ORDERS NOW](#)



DISPLAY IDEAS



STARTER BUNDLE

MSRP \$974.00

WHSLE \$442.00

Bonus! Free Lunch Tote

2 Carryall Totes

2 Commuter Totes

4 City Slings

4 Lunch + Pie Totes

6 Medium Pouches

+ 1 Free Lunch Tote



PREMIUM BUNDLE

MSRP \$2455.00

WHSLE \$1130.00

BONUS! FREE COMMUTER TOTE
+ 50% OFF POP DISPLAY

4 CARRYALL TOTES

4 ESSENTIAL TOTES

4 COMMUTER TOTES

4 BACKPACKS

4 CITY SLINGS

4 MINI TOTES

4 LUNCH + PIE TOTES

6 MEDIUM POUCHESz

+ 1 FREE COMMUTER TOTE



POP DISPLAY PROMO

WHSLE \$195.00

- Free for orders over \$2000.00
- 50% off for orders over \$1000.00
- 90 days to reach order amount.



HOUSEKEEPING

ORDERS

- Opening is \$300, via credit card. Resale permit required. Re-orders \$200 min.
- Turnaround time: 48-72 hrs. (48 hrs if order is submitted by 11 a.m. PST) FOB Chicago.
- Backorders: less than \$30 is cancelled unless requested.



2025 REP CALLS

DATES

- January 14th, 2025
- March 4th, 2025
- September 9th, 2025
- November 4th, 2025



MARKETING

OUR CATALOGUE



THANK YOU FOR EXPLORING MAIKA.

More than just well-designed and functional everyday tools, our goods are designed to inspire joy in every day. From bags, accessories and storage solutions, adding a spark of delight to daily routines is at the heart of everything we do.

Ready to dive deeper into our world of playful patterns and functional designs? Scan this code to view our full catalogue.

MAIKA'S CATALOGUE



Scan for catalogue or visit:
<https://www.maikagoods.com/pages/wholesale-catalogue>



LET'S SPREAD JOY TOGETHER!

We're excited about the possibility of partnering with you. By carrying MAIKA products in your store, you're not just selling bags and accessories; you're spreading joy and sustainability in every sale. Looking forward to working together and make everyday moments a bit more special.

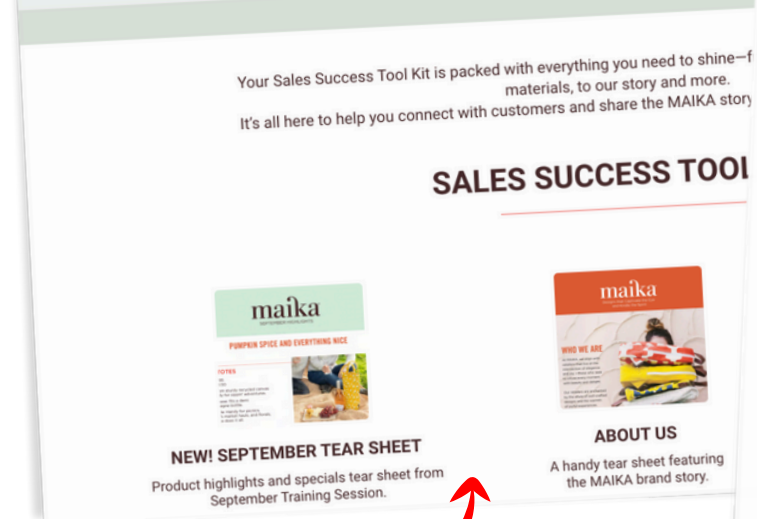
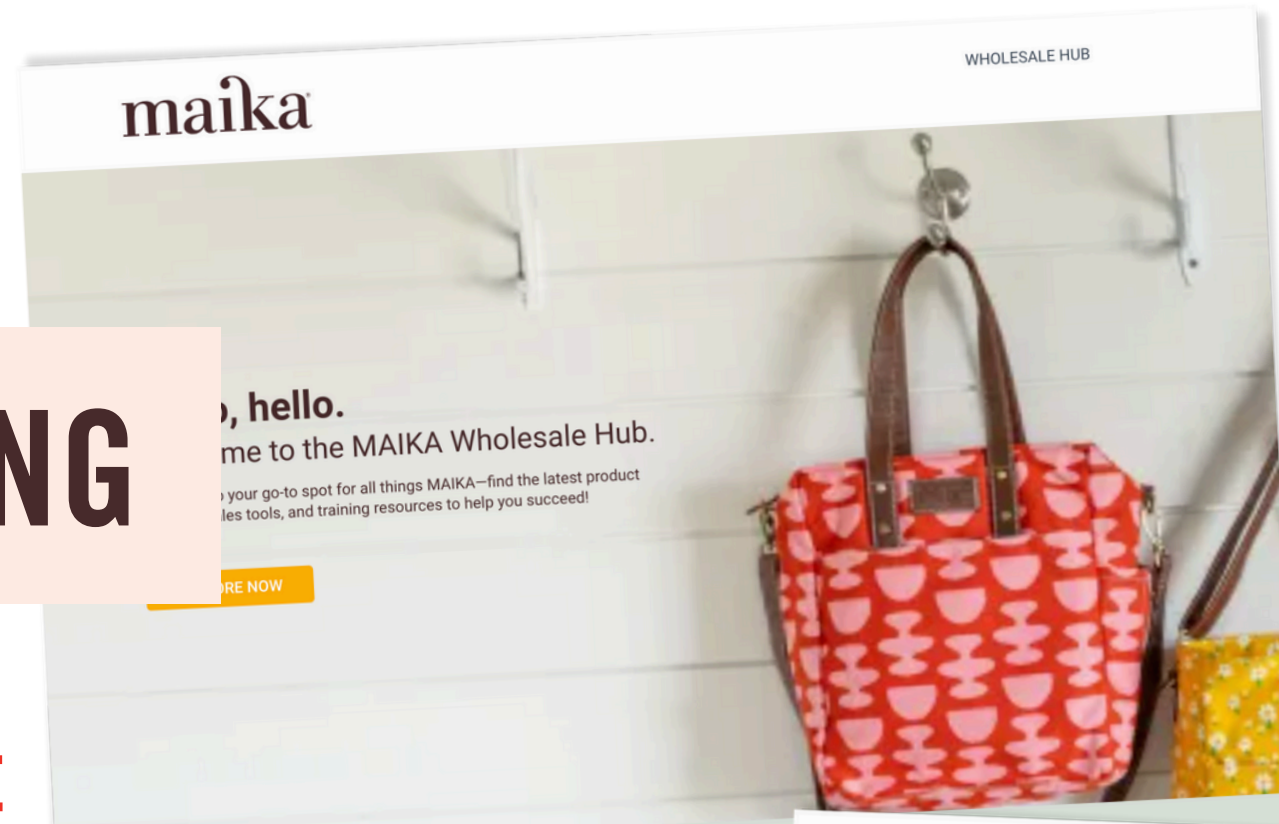
We hope to welcome you into the MAIKA family soon!

Viola & THE
MAIKA TEAM

QUESTIONS? WE'RE HERE TO HELP. lisa@maikagoods.com | 415.445.4562

MARKETING

NEW! WHOLESALE PORTAL



www.maikabags.com

**DON'T SEE YOUR TERRITORY?
HAVE MORE QUESTIONS?**

We're here to help.

Share your details below. Our team will be in touch with you in a jiffy.

First Name *

Last Name

Email *

Phone

☐ I Consent to Receive SMS Notifications, Alerts & Occasional Marketing Communication from company. Message frequency varies. Message & data rates may apply. You can reply STOP to unsubscribe at any time.

SUBMIT

[Privacy Policy](#) | [Terms of Service](#)

FIND YOUR REP

If you're a retailer looking to bring MAIKA products to your customers, reach out to a sales representative in your area. We'd love to connect with you!

Pacific Northwest

Gina Buzzelle
info@bettencourtgroup.com
206-762-2240

Southern California

Mindy Taylor
mindigtaylor@gmail.com
310-497-4555

MA, RI, CONN, ME, NH, VT (Yarn)

Debi Leibovitz
deb@repertoiredesign.com
310-344-9857

CA, AZ, NV, HI, TX (Yarn)

Gilda Ongkeko
gongkeko@aol.com
415-244-2143

Northern California

Tama Weidner
tamaweidner@gmail.com
415-244-2143

Dallas/Ft Worth, TX

Jeanette Tow
jeanettebowes1976@gmail.com
832-523-4957

PA, VA

Kristin Mazzone
mindigtaylor@gmail.com
310-497-4555

ALL OTHERS

wholesale@maikagoods.com
415-445-4562

[https://maikabags.com/
wholesale-reps](https://maikabags.com/wholesale-reps)

CONTACT US

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QUESTIONS?

