



Come to Casa Maricruz

When **María Estrada** founded **Casa Maricruz** from her base in Los Angeles, the Spanish native was driven by a keen sense of wanting to capture the quintessential gatherings and meals which are so central to her cultural identity. Tableware International learns more about this unique collective which seeks to bring Spanish craftsmanship to the masses



The concept behind the Casa Maricruz brand

Casa Maricruz is committed to rescuing Spanish traditional artisans on the brink of disappearing in a globalised world. The brand merges traditional Spanish craftsmanship with a contemporary twist, offering handmade ceramics, glassware, wood, candles, and linens. With a focus on sustainability, local production, and zero waste, Casa Maricruz strives to safeguard Spain's cultural heritage and engage with a youthful, contemporary audience. Its mission is to showcase the elegance of Spanish craftsmanship while nurturing a greater appreciation for these enduring traditions.

How Casa Maricruz began life

Casa Maricruz began when María Estrada, after living in Los Angeles for over seven years, recognised

the uniqueness of Spain's cultural heritage and its distinct identity. Missing the Spanish gatherings and meals where people lingered for hours in sobremesas, she felt the urgency to preserve these traditions that were on the verge of disappearing. Inspired by the rich history of Spanish artisanship and the vibrant culture of Mediterranean hospitality, she founded Casa Maricruz to ensure these traditions are celebrated and preserved.

The typical customer

The typical customers are those who understand the value of objects with deep cultural significance and are willing to create a lasting bond with the pieces. They cherish these items throughout their lives and pass them on to the next generation, filled with memories and ready to

bring joy to new owners. These customers value sustainability, authenticity, and the rich heritage embedded in each handcrafted piece.

International distribution

The brand's mission is to reach every corner of the world with its cultural heritage and artisanal legacy. It aims to share the beauty and craftsmanship of Spain internationally, expanding its reach and connecting with new audiences who appreciate high-quality, handcrafted objects.

HoReCa focused work

Casa Maricruz caters for HoReCa too, having completed projects for renowned hotels like Mongibello Ibiza and Zel Costa Brava, and Michelin-starred restaurants such as Mugaritz. The brand says it is always open

to beautiful collaborations and soulful projects that align with their values.

Contact the Casa

Buyers and retailers can contact Casa Maricruz through its website, via email, or through social media channels, where they share not only about their artisans but also about the popular culture and traditions of Spain. They are always excited to connect with those who share their passion for Spanish craftsmanship.

They have also partnered with The Hêres Guild to enhance support for the growing US-based business. The brand's handcrafted products are now displayed at 41 Madison in NYC, allowing US retailers to experience the craftsmanship of the collections first-hand. For enquiries within the US, please contact casamaricruz@theheresguild.com.