

Maison Turco — Press Kit

Last updated: 17 May 2026 **Contact:** Luigi Turco · press@maisonturco.com · maisonturco.com

This is a working press kit. Send the PDF render of this file (or link to maisonturco.com/press) to any journalist, podcast producer, or editor making an enquiry. Reply to [press@](mailto:press@maisonturco.com) goes to [commissions@](mailto:commissions@maisonturco.com) until the studio is large enough to warrant a separate inbox.

One-line description

Maison Turco is a one-project-at-a-time editorial web studio based in Australia, building boutique websites for hospitality, DTC, and atelier brands.

Three-paragraph description

Maison Turco is a boutique web studio founded in 2025 by Luigi Turco. The studio operates on a single principle: one project in residence at a time, three weeks from deposit to launch, fixed price.

Where typical Australian agencies bill \$40-60k for sites that take months and require client management overhead, Maison Turco's atelier model holds price at AU\$1,950–\$12,500 fixed by removing slide decks, status meetings, and outsourcing. Every site is designed and built by Luigi in-house. Tuesday and Friday updates replace daily Slack. Three rounds of feedback are baked in. The clock runs three weeks, not three months.

The studio works in a deliberately narrow editorial register — display serifs, restrained palettes, a single accent per page, no template adjacency. Early commissions include Marmoré (Carlton tile importer), BackOnTools (tradie services platform), and GoBlow (action sports brand). The work argues that boutique design at clear pricing can outcompete agencies on speed, voice, and price simultaneously.

Founder bio (200 words)

Luigi Turco founded Maison Turco in 2025 after a decade building software products and brand systems across Australia and Europe. The studio's atelier model — one project at a time, three-week clock, fixed pricing — is a direct response to the agency-tier overhead that boutique founders couldn't afford and didn't want. Luigi designs and builds every site himself. He lives in Australia and works in Australian timezones.

Founder bio (50 words)

Luigi Turco founded Maison Turco in 2025. The studio runs an atelier model — one project at a time, three weeks, fixed pricing AU\$1,950–\$12,500 — for hospitality, DTC, and atelier brands. Luigi designs and builds every site himself, based in Australia.

Key facts

- **Founded:** 2025
- **Founder:** Luigi Turco (sole)
- **Studio model:** Atelier — one project in residence at a time
- **Pricing:** AU\$1,950 (Revision Study) · \$4,950 (Launchpad) · \$12,500 (Signature) · \$25,000+ (Flagship) · all fixed
- **Timeline:** 2 weeks (Revision) · 2 weeks (Launchpad) · 3 weeks (Signature) · 4-6 weeks (Flagship)
- **Location:** Australia
- **Client sectors:** Hospitality (restaurants, bars, hotels), DTC (skincare, body-care, wellness), atelier brands (small operators with strong identity)
- **Notable in-portfolio:** Marmoré (Carlton, VIC), BackOnTools (national), GoBlow (national)
- **Studio website:** maisonsturco.com

Quote bank (use any with attribution)

"Three weeks is the right amount of time to design a boutique brand's website. Three months is the wrong amount of time to design anything." — Luigi Turco

"The atelier model isn't a marketing position. It's an operating constraint. One project in residence at a time means full attention; full attention means we ship on the clock; the clock is the pitch." — Luigi Turco

"Every site I build refuses to look like an agency site. That's not a style; it's the whole brief." — Luigi Turco

"Pricing transparency is the moat. Agencies hide behind quotes; we publish four numbers on the homepage. Founders pick the number that matches their brief and we both go to work that afternoon." — Luigi Turco

Press story angles (suggested)

For editors looking for an angle, here's what reads as a story (and what doesn't):

Reads as a story: - The atelier model — why one-at-a-time scales better than agency for boutique work - Pricing transparency in a category that historically hides quotes - The 3-week

clock as an operating constraint, not a sales line - Why Australian boutique brands are stuck between Fiverr and 6-figure agencies - Editorial register as a design discipline — what we mean by "no template adjacency"

Doesn't read as a story: - "Founder launches new agency" (a thousand of these a year) - Tech stack discussions (nobody cares) - AI angles (overserved) - "Disrupting" anything (the studio doesn't position that way)

Images for press use

All images at maisonsturco.com/press/images (link soon), or request specific images at press@maisonsturco.com.

Available: - Studio mark (Maison Turco wordmark + monogram, on Ink and Bone backgrounds, SVG + PNG) - Founder headshot — minimal, editorial, low-key, NOT a corporate portrait (placeholder until shoot) - Recent project covers (Marmoré, BackOnTools, GoBlow) at 1600×1200, 1080×1920, square - Case study spreads from maisonsturco.com/work (downloadable PDFs)

Image use: - Editorial use granted with attribution "Courtesy of Maison Turco" (or "Photography by [credit]" where credited) - Print and digital both OK - Commercial use (advertising, marketing) requires separate permission - Don't alter the studio mark — use SVG and scale, don't recolor

What we won't comment on

- Specific client revenue numbers (unless the client publishes them first)
- Industry takedowns (we don't position against specific competitors)
- AI/generative tools in design (we use them; they're not the story)

Availability

Luigi is available for: - Phone/Zoom interviews (30 min, Mon–Fri 10am–4pm AEST) - Email Q&A (24-48h turnaround on thoughtful questions) - Studio visits (Sydney/Melbourne by arrangement) - Podcast appearances (preferred over print interviews — talking is faster than typing)

Not available for: - "Quick quote within the hour" requests (we send considered quotes within 24h, not rushed ones within 60min) - Anonymous comment on competitors - Speculation on industry trends without specific brief

How to commission

If your enquiry is a commission rather than press: maisonturco.com/commission. The intake form gates briefs; we reply within one business day.

For ourselves — internal notes (not for journalist eyes)

- Don't volunteer pricing on a press call unless asked; let the journalist surface it.
- Don't name specific prospects by name in interviews even after the salvo ends.
- If asked about success metrics: "The first 30 days are still being measured. We'll publish numbers when they're real." Same line as case studies.
- If asked about the studio's size: "One person, one project at a time. That's the model." Don't hedge with "for now."
- If asked about AI: "We use it where it's faster — drafting, image gen, generating boilerplate. Design judgement is human. Critic is human."
- If asked about competition: "There are great studios. I'm not building the studio I am because the others are bad — I'm building it because the model is different."