



SPEAKER

Maximilian Alexander Rupp

Founder, painter and writer. Munich.

I ask what things actually cost. In clothes, in attention, in pretending to be one thing, and in the tools we rent instead of own.



TALKS

Better, Not More: What Honest Fashion Actually Costs

A brand that is better, not more cannot also be forty percent off. Real numbers, the production in Italy and Lithuania, and the shop in Munich that closed after a year.

FASHION AND RETAIL CONFERENCES, SUSTAINABILITY PROGRAMMES, BUSINESS SCHOOLS

More Than One Thing: ADHS, Non Linear Thinking and Building Anyway

Diagnosed at 28. What it costs to run a company with a mind that does not work in straight lines, and what actually helps as opposed to what productivity advice claims helps.

FOUNDERS, LEADERSHIP TEAMS, UNIVERSITIES, NEURODIVERSITY PROGRAMMES

Own, Don't Rent: Restoring Accountability by Owning Small, Local AI

Why renting intelligence from a handful of large providers quietly moves accountability out of your company, what a small owned setup really costs, and its honest limits.

LEADERSHIP TEAMS, ACADEMIC AND POLICY AUDIENCES, FOUNDERS

A Surface That Does Not Let You Hide: Making Things by Hand

On painting late without a plan, leaving the hesitation visible, and what a practice with no commercial purpose does for the work that has one.

CREATIVE INDUSTRIES, DESIGN SCHOOLS, CULTURE PROGRAMMES

ABOUT

Founder and CEO of HACOY, a Munich slow fashion brand that produces in Italy and Lithuania, publishes its cost breakdowns and has never run a sale. He paints in acrylic under the name MAR, writes the weekly newsletter More Than One Thing, and runs every AI system his company uses on hardware he owns.

PROOF

MAIA 2026, Management in the Age of AI

Institute of Management and Quality Sciences, Wrocław, 13 July 2026

Paris Fashion Week, Atelier Neerlandais

EIT Culture and Creativity, 2 March 2026. Sole German representative

POLIMODA Florence, Fashion Brand Management

Hochschule Macromedia Munich, Management and Business Psychology

HACOY GmbH, founded January 2021

Munich, HRB 263037

PRESS

LE MILE Magazine

Sueddeutsche Zeitung

TextilWirtschaft

Munich Startup

FashionUnited

House of Coco

GREENSTYLE Munich

English and German. Keynote of 20 to 45 minutes, workshop, panel or fireside. Based in Munich, travelling from there. Fee on request, reduced for universities, students and non profits.

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