



We Wanna Be Friends With Minted CEO & Founder Mariam Naficy

By Schuyler Bailey on May 05, 2015 1:30 PM



Minted is one of those creative companies we're so proud is based in the Bay Area. Their paper stationary, invites, and art is not only chic, but it champions independent artists and designers around the world, an initiative that's been part of the strategy, and ultimately the success, for CEO and founder Mariam Naficy.

But beyond the brilliant business mind, Naficy has incorporated giving back into the fundamental values of Minted, most recently partnering with model Christy Turlington Burns' charity Every Mother Counts—dedicated to maternal wellness around the world—to give a portion of proceeds from their gold foil print (see below) to the cause. She went so far as to fly across the world on a recent trip to Tanzania to run the Kilimanjaro half marathon with Turlington Burns to raise awareness for the non-profit, which is awesome in anybody's book. So, we found out what makes her tick.

2. What's your hands-down, absolute favorite thing to eat in SF?

I can't pick just one thing! The raviolo di ricotta with egg yolk at Cotogna [\[on our Big Eat list\]](#); the chicken liver mousse served at brunch at Farmshop in Larkspur; the coconut sticky rice with Vietnamese coffee for breakfast at Out the Door; and the toro tartare at Morimoto Napa would all have to make the list.

3. What's your perfect night on the town?

My husband and I would start with a massage at SenSpa in the Presidio, grab a drink at 15 Romolo, then enjoy dinner with friends at Cotogna.