Massimiliano Carluccio, was born and raised within the world of grooming. He started working in the family salon in 2008 immediately preparing dogs for dog shows, with national, international and world champions. In 2011 he became the owner of his family salon and since 2013 he has started participating in grooming competitions obtaining several gold, silver and bronze medals and special awards such as that of best Italian groomer of 2014, arriving in the national team and winning the 2015 World Team Grooming Competition. In 2017 he was coach for the Greek national grooming team and since 2018 he is an official EGA judge for the Spaniel category