

SERENA CANCELLIER STUDIO



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Serena is a successful Italian leather goods designer who lives in Paris.

In 2003, she was assistant designer for Marc Jacobs and two years after she joined Bottega Veneta leather goods team, under the direction of Tomas Maier.

Since 2009, Serena has been Head Leather Goods Designer for international maisons and has been running the creation of Vionnet's, Louboutin's and Balmain's leather goods departments.

She has designed several It bags for Bottega Veneta, Louboutin and Prada, which are still today best sellers. In 2018, she founded his studio in Paris and now she cooperates with luxury brands.

She designs furniture collections and unique pieces for Art galleries and teaches how to design leather goods collections, in Europe and abroad.

With her team, she spreads wonders all over the world, because the responsibility of the designer is to make the world better then we found it.

WORK EXPERIENCE

FROM 2018

FOUNDER AND DIRECTOR
SERENA CANCELLIER STUDIO, Paris

DESIGN of LEATHER GOODS
NDA with a Luxury Brand
Moncler

Premier Vision FW2022

COLLABS COLLECTION
Mercedes Salazar, Lg and home
Kilometre Paris, Lg
Vgo Associates, objects and home

BESPOKE PROJECTS
Lg collection "objects of wonder
reaction" finalist at the 35th Fashion
Hyeres Festival

Directing campaign for Monferrato,
Unesco WH site

MENTORING and LECTURER
Colobian Chamber of Fashion,
accelerator program for 20 Lg brands

Mentoring ad strategies for start up

2016-2018

DESIGN DIRECTOR of LEATHER GOODS
BALMAIN, Paris

2015-2016

SENIOR DESIGNER of LEATHER GOODS
PRADA, Paris and Milano

2010- 2015

DESIGN DIRECTOR of LEATHER GOODS
CHRISTIAN LOUBOUTIN, Paris

2009-2010

DESIGN DIRECTOR of LEATHER GOODS
VIONNET
SILVIA BISCONTI
AUTRE CHOSE
Milano

2006-2009

DESIGNER of LEATHER GOODS
BOTTEGA VENETA, Vicenza

2003-2006

DESIGNER of LEATHER GOODS
RENATO CORTI for MARC JACOBS,
Milano

TEXTILE DESIGNER and
TREND FORECASTING
CHIRON, Como

LECTURER

IED MODA LAB AND POLITECNICO,
Milano

EDUCATION

2019

IFM Paris
Entrepreneur program

2019

FABIAN HIROSE EXECUTIVE
COACHING
Professional practice for Creative
Directors and Manager

2006

CENTRAL SAINT MARTINS, London
Accessories and jewellery design

2000-2003

IED MODA LAB, Milano
Fashion and textile design

1993-1998

LICEO CLASSICO, Casale Monferrato
Bachelor degree, school focused on
classical humanities studies, Greek
and Latin Literature, Philosophy and Art
History

1985-1990

WALDORF EDUCATION
Waldorf school educated

1979

Born on the 01.10.79 in Casale Monfer-
rato, Italy