

# 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. 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 her studio in Paris and now she cooperates with luxury brands.

She designs collectible objects and unique pieces for Art galleries.

She teaches how to create leather goods collections and, with her team, she spreads wonders all over the world, because the responsibility of the designer is to make the world better than we found it.

## WORK EXPERIENCE

FROM 2018

SERENA CANCELLIER STUDIO, Paris

### Leather goods Design

- NDA luxury brand
- Isabel Marant
- Gianvito Rossi
- AZ Factory special project
- Trend Research for Première Vision
- Hyeres Festival "objects of wonder reaction"
- Moncler, SS20 Women's and Men's collection

### Collabs Collections

- Mercedes Salazar, accessories and home collection
- Nick Fouquet
- Cecilia Holistic Beauty
- Vgo Associates, collectible design

### Lecturer

- IFM Paris jury member and lecturer
- Colombian Chamber of Fashion 2019/2020 LG accelerator program
- 100 Saudi Brands program 2021

2016-2018 BALMAIN, Paris

Design Director of Leather goods - Women's and Men's collection

2015-2016 PRADA, Paris and Milano

Leather goods Senior designer - fashion Woman's collection

2010-2015 CHRISTIAN LOUBOUTIN, Paris

Design Director of Leather goods - Women's and Men's collection

2009-2010 VIONNET, Milano

Design Director of leather goods - Women's collection

2006-2009 BOTTEGA VENETA, Vicenza

Leather goods and bijoux Designer - Women's and Men's collection

2003-2006, Milano

- MARC JACOBS Leather goods designer Women's collection
- CHIRON, trend forecasting and textile designer
- IED MODA LAB and POLITECNICO di MILANO Lecturer for women's collection and trend books

## EDUCATION

2019

IFM Paris Master 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, 100/100 with mention

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 Monferrato, Italy