

SERENA CANCELLIER STUDIO



Brands are constantly looking for:

External eyes  
Expert eyes  
Watchful eyes

We transform reality because we see in reality what others can't see.

We see the stars in the stones.





There is no result that comes just from the shape of an object, success is the sum of the way in which it is imagined, designed and created.

Thanks to 20 years of experience in the world of luxury leather goods, thanks to all the big successes and all the setbacks, thanks to the thorough knowledge of the field, I draw up an effective design method.

My method is exclusive to elite clients who have the courage to look at the world through new eyes.

# Projects of wonder reaction

Imagination, Design, Creation

# 01: Imagination

We constantly imagine what hides behind a material, what is the shape of an idea and what kind of shape we should give to a request.

We have a clear overall concept.

We see the stars in the stones.



# 02: Design

Our projects generate wonder reactions!

In order to create the most suitable product for every brand, we start from the thought, from the right words until we get to the images and the designs which give birth to the maquettes.

It is a journey through human history which satisfies our always new necessities.

The rediscovery of materials, colours and shapes leads us to the creation of a virtuous circle among object, artisan and client.

Our design project respects designers', manufacturers' and brands' timings.



# 03: Creation

Success lies in the creation; the artisan and the designer cooperate and challenge each other until they manage to get the best aesthetical and industrial result.

We build connections and new scenarios by relating the manufacturers with the clients.

All our products aim to success. For this reason, we conduct researches and in-depth studies which look into society, market and human archetypes, and which are composed by a multitude of elements and studies that complement each other.





We work with:

Luxury Brands

- Creative Direction of leather goods, bijoux and home collections
- Management of leather goods department
- Cobranding projects
- Bespoke projects
- Connecting factories and companies
- Trends research
- Creative direction for shooting and campaigns

Galleries

- Objects and art design
- Bespoke projects
- Unique pieces

Design schools

- Mentoring for creative people
- Brand development
- Accelerator program for start up



Convertible  
Bottega Veneta, 2007



Cahier  
Prada, 2016



Loubiposh  
Loubutin, 2010



Disco  
Balmain, 2017



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

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FROM 2018

SERENA CANCELLIER STUDIO, Paris

### Leather goods Design

- NDA luxury brand from 2019
- Isabel Marant SS22 and FW22
- Gianvito Rossi from 2021
- Nick Fouquet 2021
- AZ Factory special project 2021
- Moncler, SS20 Women's and Men's collection
- Hyeres Festival "objects of wonder reaction" October 2020

### Projects

- Co-founder of @casa.remédios with Mercedes Salazar Home & Bijoux
- Trend Research for Première Vision from 2020
- Vgo Associates, collectible design
- Cecilia Holistic Beauty

### Lecturer

- IFM Paris jury member and lecturer
- Colombian Chamber of Fashion 2019/2020 LG accelerator program
- Saudi 100 Brands program 2021/22

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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 Women'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

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2019

IFM Paris Master Entrepreneur program

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

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