

A photograph featuring two hands holding up a large, circular, textured object against a bright blue background. The object has a light beige, fibrous texture and a prominent spiral pattern in the center. The hands are positioned at the bottom, with fingers spread, holding the object from underneath. The object's edges are slightly irregular and scalloped. The lighting is bright, casting soft shadows and highlighting the texture of the object and the skin of the hands.

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:

International Luxury Brands

- Creative Direction of leather goods, bijoux and PAP collections
- Cobranding projects
- Trends and market research

Galleries

- Home collection
- Unique pieces
- Bespoke projects

Design schools

- Lecturer
- Mentor for start-up
- Jury member



2007 - 2020



2010 - ongoing



2016 - ongoing



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		EDUCATION
<p>SINCE 2018 SERENA CANCELLIER STUDIO, Paris</p> <hr/> <p><u>Creative Direction of Leather goods collections</u> 2022 - ongoing PRUNE GOLDSCHMIDT 2019 - ongoing NDA luxury brand and GIANVITO ROSSI 2018 - 2022 MONCLER, ISABEL MARANT, AZ FACTORY, NICK FOUQUET, DUPONT 2020 - 2021 PREMIERE VISION leathers colors trend 2020 HYERES FESTIVAL - Objects of wonder reaction</p> <p><u>Bespoke projects</u> 2018 - 2022 collectible objects for Rossana Orlandi, Fuorisalone 5vie, Edit Napoli, Bon Marché, Moleskine / Palais de Tokyo, Lise Braun Saint Tropez, Poggi Ugo Terracotte 2023 - ongoing Espero Atelier pro bono pap project 2018 - ongoing Kilometre Paris pap collection</p> <p><u>Lecturer</u> 2021 - 2022 SAUDI 100 BRANDS PROGRAM 2021 IFM PARIS 2019 - 2020 COLOMBIAN CHAMBER OF FASHION LG accelerator program</p>	<p>2016-2018 BALMAIN, Paris</p> <hr/> <p>Design Director of Leather goods and co-designer of bijoux Women's and Men's collection</p>	<p>2019</p> <p>IFM Paris Master Entrepreneur program</p>
	<p>2015-2016 PRADA, Paris and Milano</p> <hr/> <p>Leather goods Senior designer fashion Women's collection</p>	<p>2006</p> <p>CENTRAL SAINT MARTINS, London Accessories and jewellery design</p>
	<p>2010-2015 CHRISTIAN LOUBOUTIN, Paris</p> <hr/> <p>Design Director of Leather goods Women's and Men's collection</p>	<p>2000-2003</p> <p>IED MODA LAB, Milano Fashion and textile design, 100/100 with mention</p>
	<p>2009-2010 VIONNET, Milano</p> <hr/> <p>Design Director of leather goods and bijoux Women's collection</p>	<p>1993-1998</p> <p>LICEO CLASSICO, Casale Monferrato Bachelor degree, school focused on classical humanities studies, Greek and Latin Literature, Philosophy and Art History</p>
	<p>2006-2009 BOTTEGA VENETA, Vicenza</p> <hr/> <p>Leather goods and bijoux Designer Women's and Men's collection</p>	<p>1985-1990</p> <p>WALDORF EDUCATION Waldorf school educated</p>
	<p>2003-2006, Milano</p> <hr/> <p>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</p>	<p>1979</p> <p>Born on the 01.10.79 in Casale Monferrato, Italy</p>

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