

SERENA CANCELLIER

STUDIO



WE CREATE PROJECTS THAT CAPTIVATE AND CONNECT.



Serena Cancellier Studio serves as a vessel for fashion brands, institutions, and companies, helping them fulfill their needs for direction, expansion, and growth.

With deep roots in the luxury sector and a passion for diverse industries, we craft projects that spark wonder, leaving a lasting impression.

Design Direction:

Deeply rooted in the luxury sector,
we offer tailored guidance for
luxury brands.

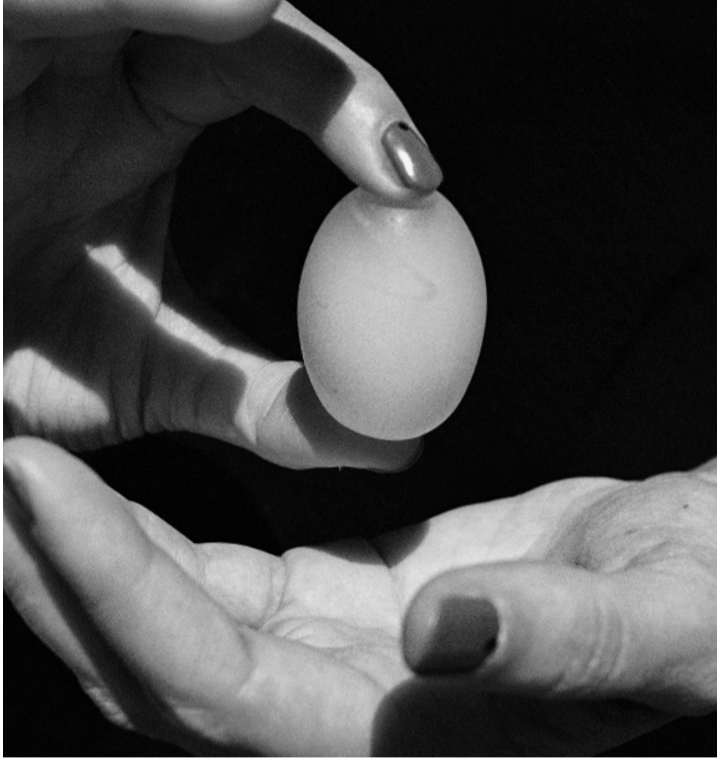
Strategic Advising:

Long-term collaborations and
forward-thinking strategies for
brands and institutions.

Education:

School and professional teaching,
sharing expertise, jury
participation, and thought
leadership on key platforms.

OUR
SERVICES
CAN
BE SUMMED
UP AS
FOLLOWING



We see Design Direction as the art of guiding a project's creative vision to align seamlessly with the identity and values of a brand or institution.

We believe a designer's responsibility is to leave the world better than they found it.

For Luxury Fashion Brands:

We partner with prestigious fashion houses worldwide, crafting collections that reflect each brand's unique identity.

Our approach balances quality, innovation, and marketability.

By bridging heritage and modernity, we deliver culturally relevant, commercially viable projects.

Bespoke Objects and Installations:

Beyond fashion, we specialize in creating bespoke objects and installations for leading institutions and cultural events.

From collaborations with international design fairs such as 5 Vie and Edit Napoli, to institutions like Hyères and museums such as Palais de Tokyo, we craft custom pieces that tell a story, blending artistic creativity with positive intent. We believe a designer's responsibility is to leave the world better than they found it.

DESIGN DIRECTION

E D U C A T I O N



We are passionate about collaborating with institutions worldwide to provide specialized educational programs in accessory design, including master-level courses, vocational education professional training programs, and brand accelerator initiatives.



Led by seasoned professionals with extensive experience in the luxury sector, these programs provide in-depth training across all phases of product development—from image research and concept creation to product realization and communication strategy.



Our goal is to share our expertise, fostering both creativity and technical skill to support creatives in refining their craft and developing a clear vision offering hands-on guidance in collection design.

In addition to teaching, we actively participate in juries and panels, contributing to incubation programs.

ADVISORY



At Serena Cancellier Studio, our Advisory Services support clients in building authentic identities that blend craftsmanship with market relevance.

We offer tailored consultancy, guiding brands from concept to execution in areas such as identity development, fashion direction and strategic advisory, ensuring optimal outcomes for our clients.

Our goal is to help clients refine their identity, align with market demands, and honor their heritage while embracing new opportunities, ensuring sustainable growth and a lasting impact.

Every project at Serena Cancellier Studio is a **journey of discovery**, where unseen connections surface, unexpected ideas emerge giving life to designs that evoke both purpose and a sense of wonder.

This alignment between authentic design processes, visionary strategies, and ethical responsibility underscores the belief that **true innovation stems from commitment** to the community.



Serena Cancellier, an esteemed Italian designer based in Paris, embarked on her fashion journey in 2000 in Milan.

**“THE DESIGNER’S
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Over the years, she refined her craft through collaborations with some of the world’s most iconic fashion houses, including Bottega Veneta, Prada, and served as Leather-Goods Design Director at Louboutin and Balmain.

Her ability to blend creativity with commercial appeal is showcased in several It bags and products that remained best-seller to this day.

Since 2018, Serena has expanded her influence through the establishment of Serena Cancellier Studio, building on her 20 years of experience in the luxury market. Her visionary approach not only sets her work apart but also resonates with the evolving needs of humanity.

At Serena Cancellier Studio, the belief is that a designer has a profound responsibility to positively impact the world through their work. This philosophy drives the studio’s commitment to sustainability and ethical practices, ensuring that each project contributes to a better future.

Since 2018, Serena Cancellier Studio creates projects that captivate and connect.

The Studio acts as a trusted partner for fashion brands, institutions, and companies, offering tailored solutions to address their needs for design direction, new strategic perspective, and vocational training.

Some recent collaborations include significant partnerships with Moncler, Gianvito Rossi, Isabel Marant, and an Umbrian brand she has partnered with for over five years, known for its humanistic approach that transcends traditional luxury.



The Studio works with Première Vision on trend forecasting and with IFM in Paris, contributing to education and mentoring.

This alignment between authentic design processes, visionary strategies, and ethical responsibility are the SCS’s pillars. With a focus on impactful products and partnerships, she continues to shape the landscape of contemporary fashion.

BRUNELLO CUCINELLI

ISABEL MARANT

Gianvito Rossi

MONCLER

BALMAIN PARIS

Christian Louboutin

KILOMETRE PARIS

BOTTEGA VENETA

VIONNET PARIS

PRADA

prune gold schmidt

AZ FACTORY

Nick Fouquet

HERMÈS PARIS

EP YAYING

YAYING

ESPERO ATELIER

MERCEDES SALAZAR

BFW BOGOTA FASHION WEEK

SAUDI BRANDS 100

PREMIÈREVISION PARIS

MOLESKINE

LE BON MARCHE RIVE GAUCHE

MAISON&OBJET

FRENCH CLICHÉ

EDIT NAPOLI

vie ART+DESIGN

Ro Rossana Orlandi

Hyères

FRATELLI COLLI SINCE 1650

institut FRANÇAIS de la MODE

POLITECNICO DI MILANO

IED

dal 1919 Poggi Ugo Impruneta

VGO ASSOCIATES

BEAUTY A HOLIC

CECILIA HOLISTIC BEAUTY

CASA



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