

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.

**Our Services can be summed up as following:**

**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.



# DESIGN DIRECTION

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.

## 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 strategic intent.

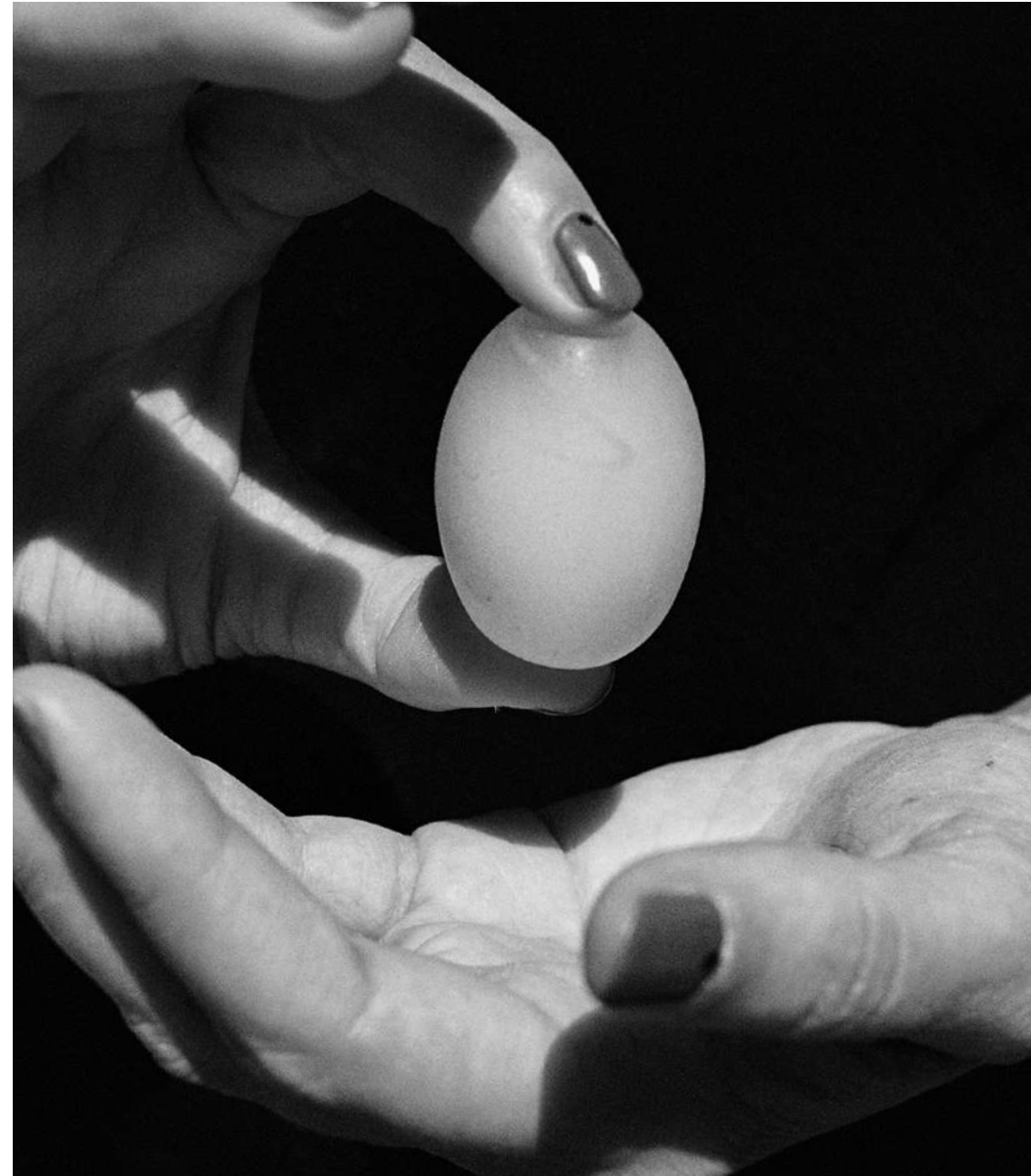


# ADVISORY

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





# EDUCATION

We are passionate about collaborating with institutions worldwide to provide **specialized educational programs** in accessory design, including master-level courses, 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**.

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.



# ABOUT

Founded in 2018 by **Serena Cancellier**, the studio builds upon her 20 years of experience in luxury leather goods, having collaborated with iconic maisons such as Bottega Veneta, Prada, Louboutin, and Balmain. Known for her **visionary approach**, Serena has designed several It bags that remain best sellers to this day.

**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, strategic growth, and expansion. Our collaborations reflect the **versatility and depth of our expertise.**

Recent collaborations include Moncler, Gianvito Rossi, and an Umbrian brand we've partnered with for over five years, known for its vision beyond traditional luxury. We've also worked with Première Vision on trend forecasting and with IFM in Paris, contributing to education and mentoring.

At Serena Cancellier Studio, **we believe a designer's responsibility is to leave the world better than they found it.**



**ISABEL  
MARANT**

*Gianvito Rossi*



**BALMAIN**  
PARIS



**PRADA**

BOTTEGA VENETA

**VIONNET**  
PARIS



prune  
gold  
schmidt

AZ FACTORY

*Nick Fouquet*



**EP YAYING**



**ESPERO  
ATELIER**

MERCEDEZ SALAZAR



PREMIÈREVISION  
PARIS



**MAISON&OBJET**

**FRENCH  
CLICHÉ**

**EDIT  
NAPOLI**



**Ro**  
Rossana Orlandi



institut  
FRANÇAIS  
de la  
MODE



**VGO\***  
ASSOCIATES

BEAUTY HOLIC



CECILIA HOLISTIC BEAUTY







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