



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.**

WORK EXPERIENCE

SINCE 2018 SERENA CANCELLIER STUDIO, PARIS

DESIGN DIRECTION - LEATHERGOODS AND ACCESSORIES

2019 - present - Paris and Solomeo , Brunello Cucinelli

2018 - 2024 - Paris and Italy:

Moncler, Isabel Marant, Nick Fouquet, Az Factory, Gianvito Rossi, Prune Goldschmidt, Dupont

DESIGN

2018 - 2024 collectible objects for:

Hermes, Rossana Orlandi, Bitossi home,

Le Bon Marché, Moleskine at Palais de Tokyo,

Lise Braun gallery Saint Tropez, Poggi Ugo terracotte, Hyeres festival

FASHION AND STRATEGIC ADVISORY

2023 - present Paris, Espero Atelier

2020 - present Paris, Premiere Vision

2019 - present Paris and Bogotà, Mercedes Salazar

2018 - present Paris, Kilometre Paris

2023 - 2024 Paris, EP Yaying Shanghai accelerator program

2019 - 2020 Paris and Bogotà, Bogotà chamber of fashion accelerator program

2021 - 2022 Paris, Saudi 100 accelerator program

TEACHING

2021 - 2022 IFM PARIS leather goods design

IED MODA LAB MILANO trend book design

POLITECNICO di MILANO women's collection and trend books

2016-2018 BALMAIN, Paris

Design Director of Leather goods and

co-designer of bijoux Women's and Men's collection

2015-2016 PRADA, Paris and Milan

Senior designer of Leather Goods fashion and Women's collection

2010-2015 CHRISTIAN LOUBOUTIN, Paris

Design Director of Leather goods

Women's and Men's collection

2009-2010 VIONNET, Milan

Design Director of leather goods and bijoux Women's collection

2006-2009 BOTTEGA VENETA, Vicenza

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

2003-2006 MARC JACOBS, Milan

Leather goods designer women's collection

2001-2003 CHIRON, Milan and Como

Trend forecast and textile designer

EDUCATION

2019

IFM Paris Master Entrepreneur program

2006

CENTRAL SAINT MARTINS, London Accessories and jewelry 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

1979

Born on the 01.10.79 in Casale Monferrato, Italy

CONTACT

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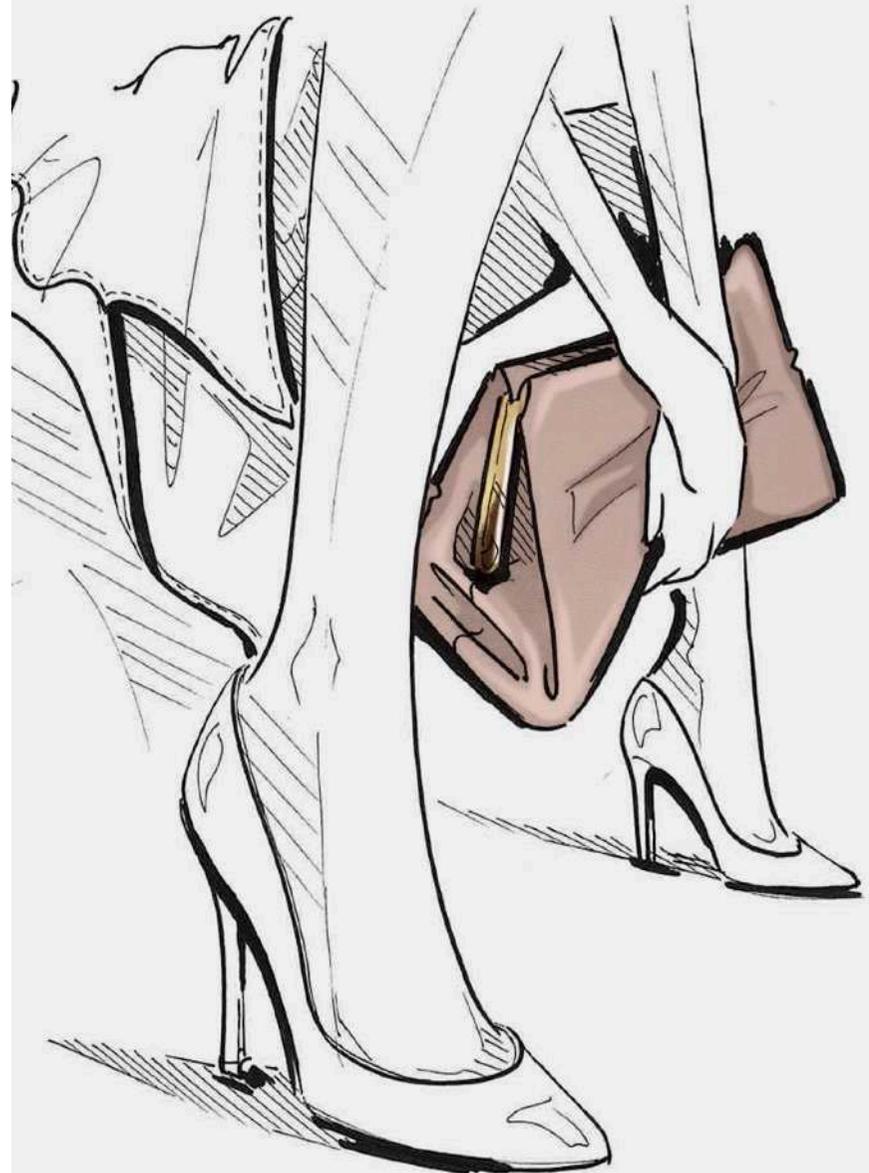
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www.serenacancellierstudio.com



“The foundation of my aesthetic. The perfect design to enhance a woman’s silhouette and her femininity”.
 — Gianvito Rossi





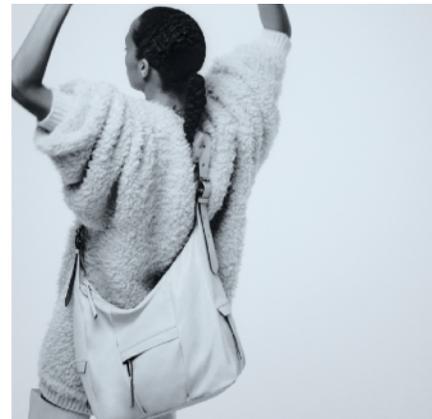
prune goldschmidt

“J'adore les noeuds, et ça faisait sens pour beaucoup de raisons: c'est le noeud en velours que je portais dans mes cheveux enfants, c'est le noeud papillon que portent les hommes, élégant et festif également, c'est le noeud de clown comme j'aime aussi ne pas trop me prendre au sérieux.”

— Prune Goldschmidt







SERENA CANCELLIER STUDIO

ISABEL MARANT



(...) Dance me to your beauty with a
burning violin
Dance me through the panic till
I'm gathered safely in
Touch me with your naked hand or
touch me with your glove
Dance me to the end of love
Dance me to the end of love
Dance me to the end of love



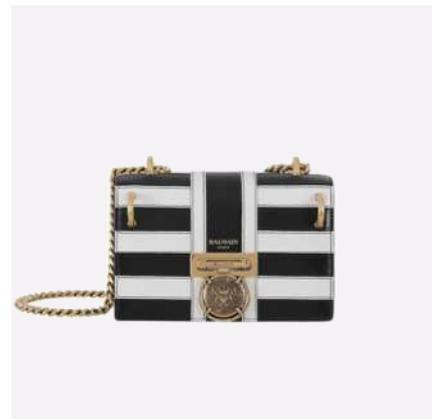
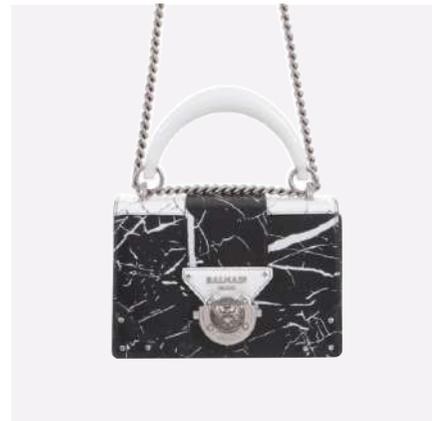


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MONCLER











PRADA

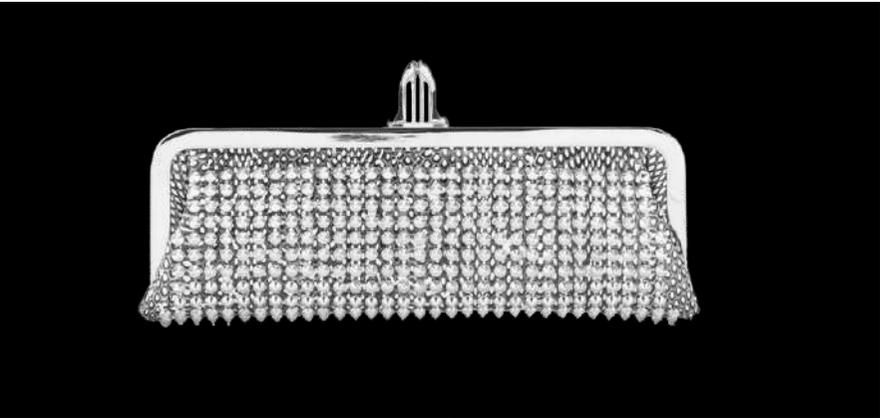


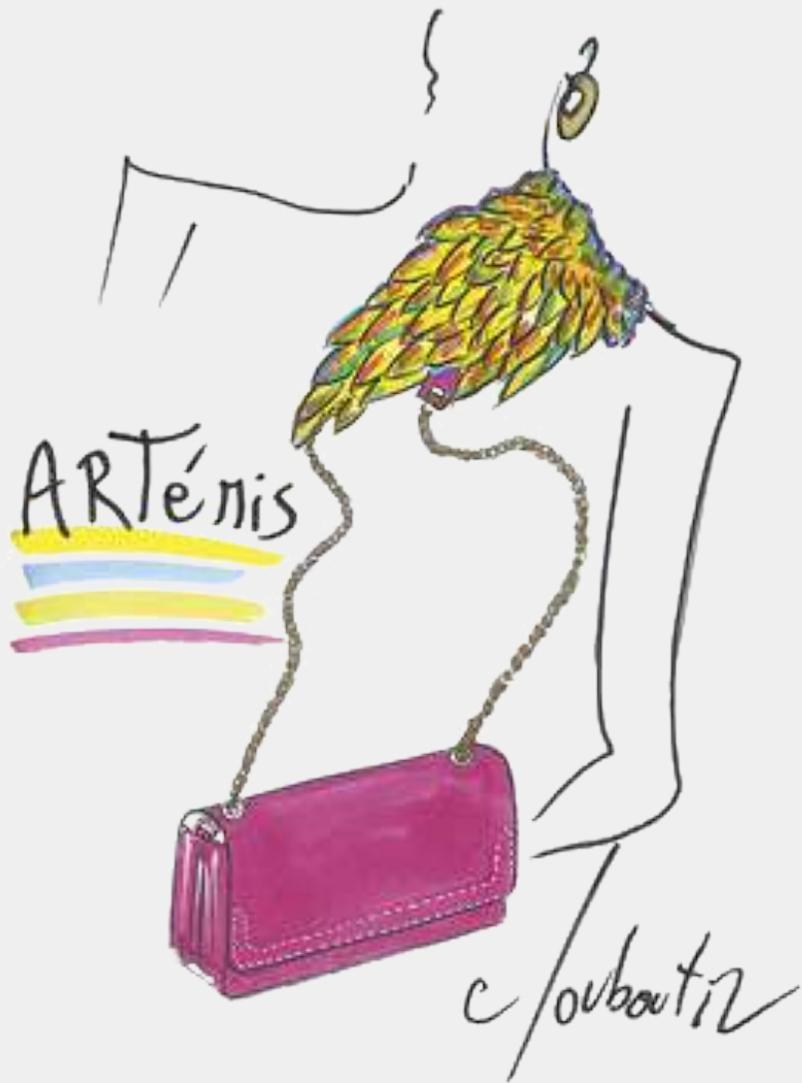


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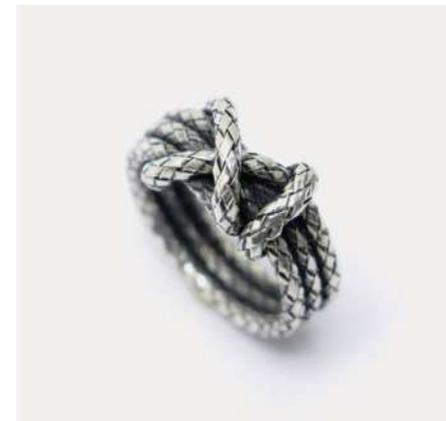


LOUBOUTIN



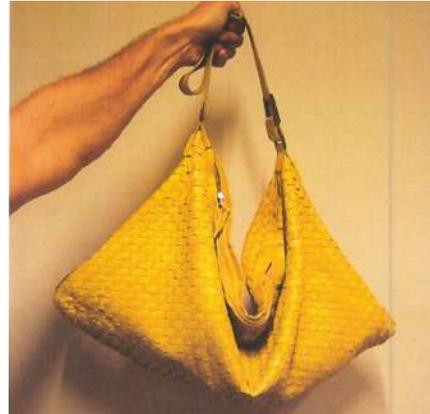








SERENA CANCELLIER STUDIO



WHEN YOUR OWN
INITIALS ARE ENOUGH



BOTTEGA VENETA

BOTTEGA VENETA



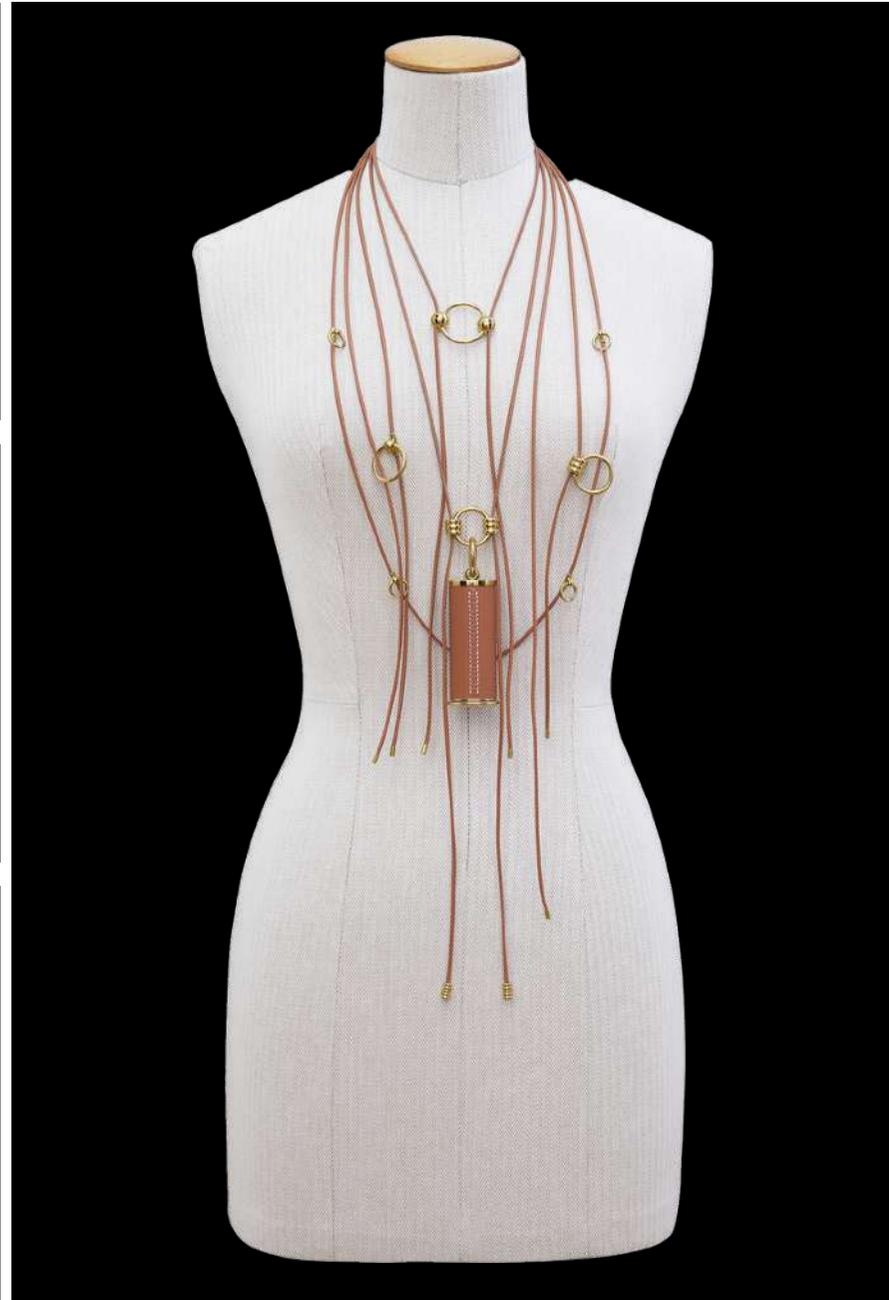
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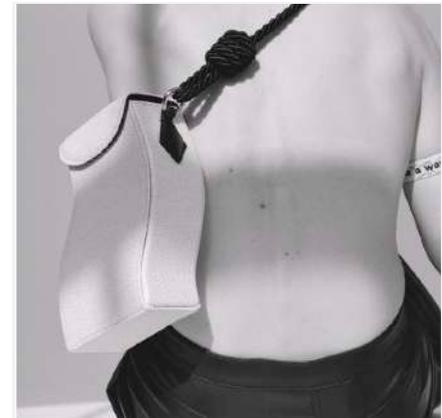
VIONNET

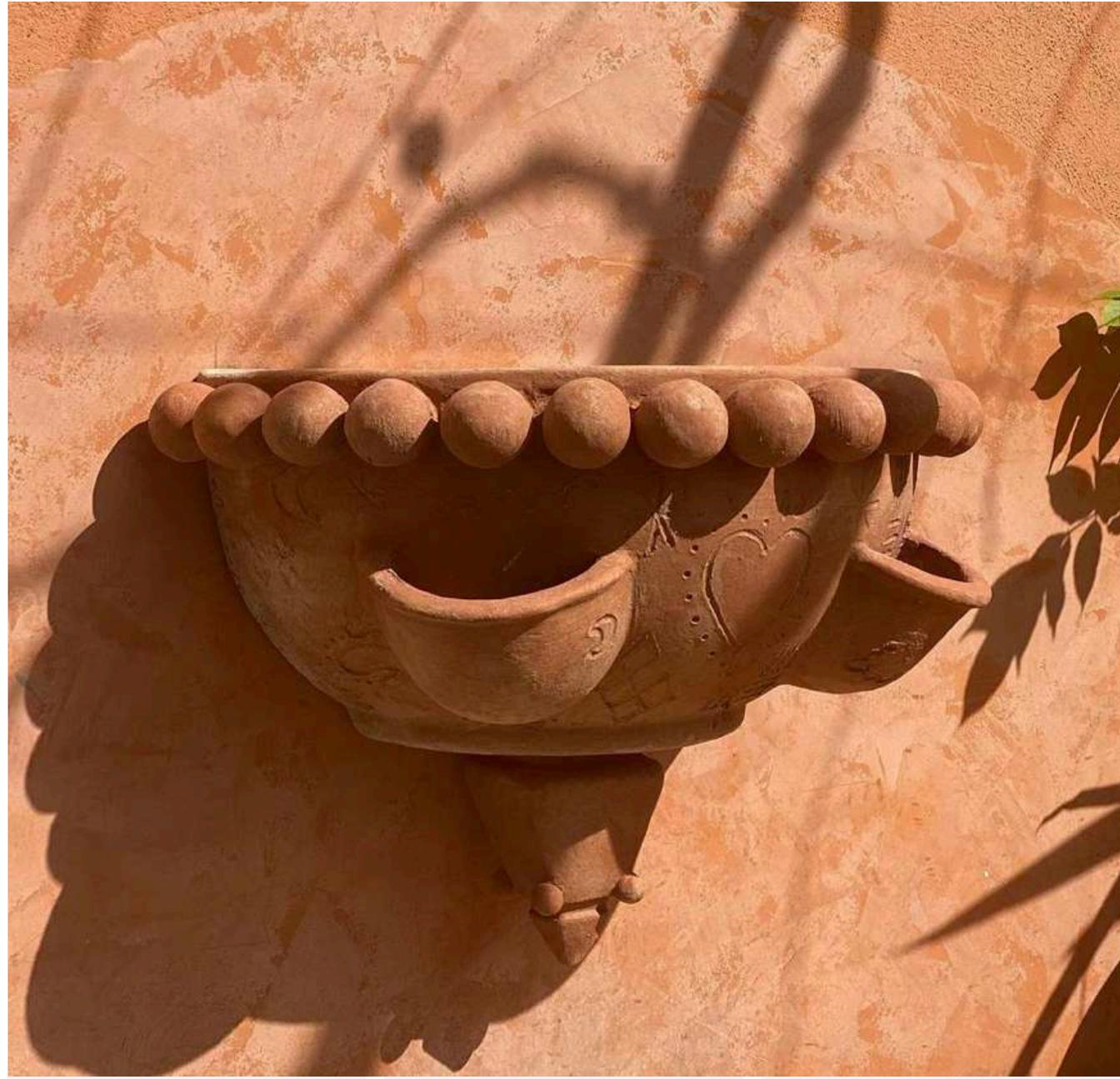


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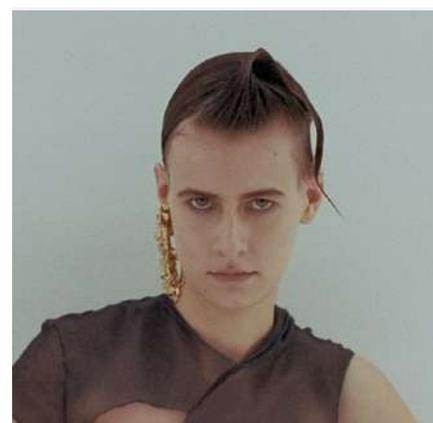


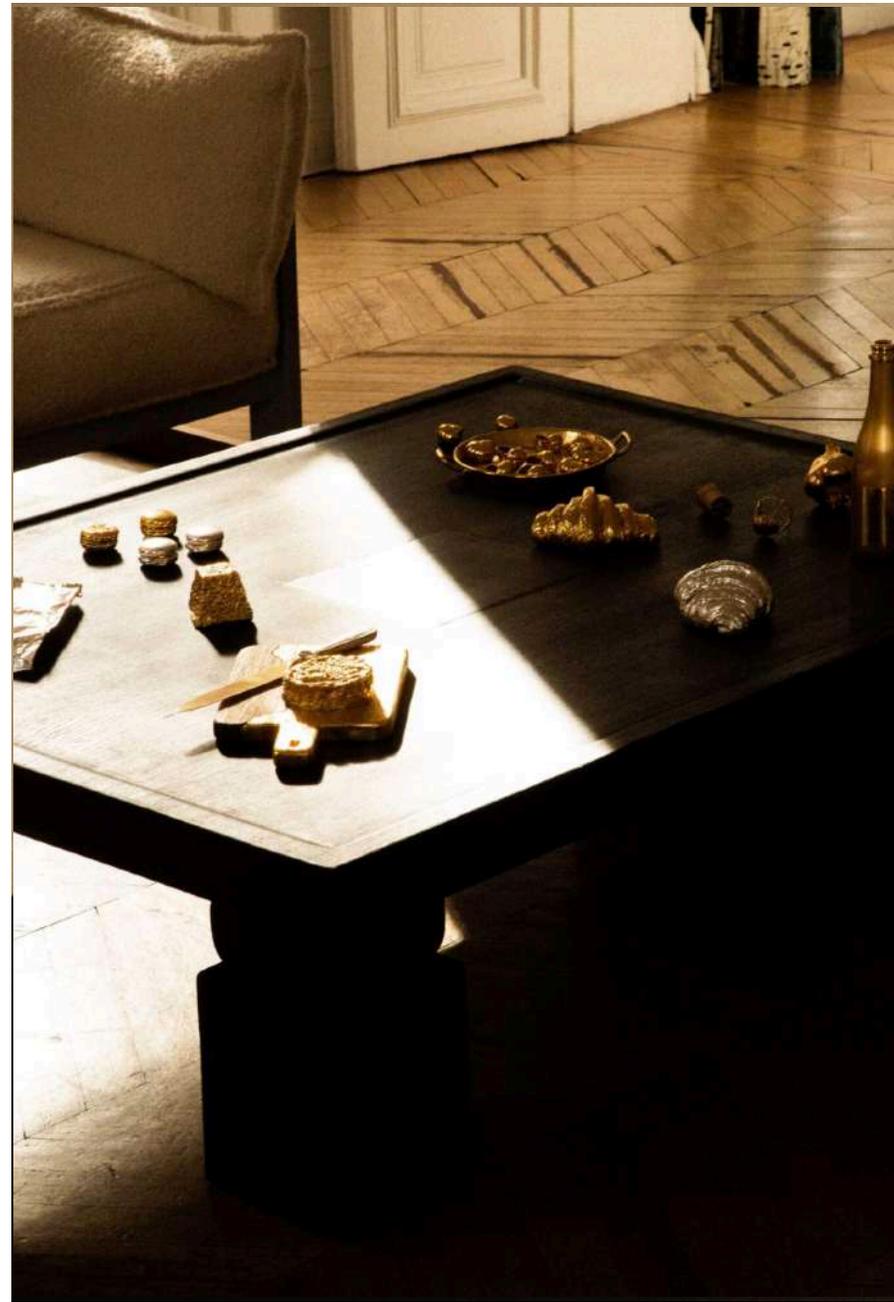
HERMES



















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