

SERAPIAN

MILANO

Serapian Men's SS2021 Collection

Icons are forever

Absolute elegance, precious materials and pure craftsmanship represent Serapian since its founding in 1928. For Spring/Summer 2021 Men's collection, the Maison elevates its creations with unmistakable and endless charm for its distinguished clients.

Serapian's icons find a delicate balance between bold creativity and the highest respect for traditional craftsmanship. New shapes are unveiled in an intriguing play of material and colour combinations.

The *Mosaico* craft, introduced in 1947 by Stefano Serapian and entirely handcrafted with soft strips of lamb nappa leather, offers an excellent reimagining of timeless creations such as the *Secret tote bag* or the *Folio*. New tone on tone shades are complemented by the delicate colour contrasts of Navy Blue/Azure and Black/Taupe. Debuting is a range of chic small leather goods, like the new sunglass holder, crafted in the classic combination of black and white or more vivid tones such as Green Musk or Orange.

Designed for modern businessmen, the *Evoluzione* line shows new silhouettes including a *Sling bag*, a *Double Messenger* and a *Triple Clutch*, both functional and stylish. The classic tones of Total Black and Ocean Blue blend to create a sophisticated colour combination.

The *Cachemire* line, a landmark for contemporary gentlemen, brings canvas together with soft leather in a stunningly delicate craft for Backpacks, Secret Totes and The Weekend Bag.

The defining staple of the Maison, *Stepan*, a coated canvas named because of the emblazoned initials of the founder, Stefano Serapian, experiments with new intriguing colour tones. Black and Asphalt Gray embrace the Off White leather to brighten it once again.

Finally, the Maison presents *Serapian Grape eco-leather capsule collection*, its first sustainable capsule collection entirely handmade in Italy from vinification remnants of Italian grapes. This innovative material, a high-quality vegetable alternative to real leather, debuts in billfold, card-case, filtering mask pouch and wash bag in the sophisticated tones of Black and Burgundy.

Committed to social responsibility, the Maison also introduces two new models of leather holders featuring a protective kit of masks and single-dose sanitizing gel. Available in the envelope-like and zipped versions, they are designed with the utmost care and can be customized with the owner's initials.

Serapian is the historical luxury leather goods Maison founded in 1928 in Milan by Stefano Serapian. Thanks to its unique creations, the Maison has established itself as an ambassador of Italian craftsmanship and of Milanese elegance. Serapian entered the Richemont Group in 2017.