

SERAPIAN  
MILANO

# SERAPIAN AT HOMO FABER 2024

Serapian presents the Secret Beauty Trunk, a unique bespoke piece debuting during Homo Faber in Venice. Set to be unveiled in September 2024, the Secret Trunk will form part of the craftsmanship celebration, titled 'The Journey of Life', with art direction by Luca Guadagnino and curated by the Michelangelo Foundation. For its second time at Homo Faber, Serapian presents the Secret Beauty Trunk in a room dedicated to love, part of the exhibition's journey through life's most precious moments.

The Secret Beauty Trunk is a fitting showcase of Serapian's savoir faire and a demonstration of its dedication to the finest métiers d'art, which the company defines as always pushing the limits of high-craftsmanship, blending traditional crafts with innovation. Serapian's Bespoke Assoluto is a service that allows customers to collaborate on any creation in leather, working closely with skilled artisans to build the most ambitious leather pieces as the beauty.

The design nods to the 1950s actresses who worked at Rome's legendary film studios Cinecittà, and regularly made the journey to Milan to commission bespoke bags made by Serapian. At 2.20 metres tall, it is a monumental piece that showcases Serapian's exquisite craftsmanship. The Secret Beauty Trunk's name references the many hidden drawers that can be found in its imposing structure, while also paying homage to the company's iconic Secret Bag.

The imposing object is made of Palm Wood, and its interior is crafted in the company's signature Mosaico technique, featuring strips of lamb nappa woven together by hand by a skilled artisan. A motif recurring across Serapian's collections, the Mosaico has been a central part of the brand's craft and a demonstration of the skilled artisans making each piece. Featuring 12 Mosaico drawers (6 of which are hidden from view), the trunk also includes a central backlit mirror characterised by a diamond-shaped engraving that references the iconic shape of the Mosaico pattern.

This piece is imagined as a special commission for an elegant woman whose regular international travels require her to keep her precious essentials organised in one place. The trunk's compartments are created for carrying beauty products, fragrances, garments and accessories, and when open, it can become a room's centrepiece and a place to get ready.

'For the second time, Serapian is delighted to partner with Homo Faber, for an exhibition that offers a unique celebration of artisanal excellence and craft innovation. Our Secret Beauty Trunk features Serapian's legendary Mosaico motif while paying homage to our iconic Secret Bag. This new piece demonstrates Serapian's Bespoke Assoluto abilities, and our company's dedication to the finest métiers d'art,' Maxime Bohé, CEO, Serapian.

## ABOUT SERAPIAN

One of Milan's best-kept secrets and among the city's oldest leather maisons, Serapian was founded by Stefano Serapian in 1928. Today, third-generation Giovanni Nodari Serapian leads the brand's Bespoke Atelier from its Villa Mozart HQ, a gem of Art Deco architecture conceived by famed Milanese architect Piero Portaluppi.

Dedicated to the finest Italian Métiers d'arts, impeccable design and craft define Serapian, whose style embodies the discreet and precise Milanese taste. A city where much is left unsaid until you discover its secrets, where behind seemingly austere façades you will find exquisite marble entrances, mosaics and luscious gardens.

Founder Stefano Serapian was fascinated by geometry and patternmaking, and every Serapian piece carries the legacy of its founder. Serapian's signature motif, the Mosaico technique, was first developed in 1947 and consists in weaving thin strips of nappa leather to create textured panels, resulting in soft and unstructured leather bags and accessories with a seamless, lightweight effect.

Bespoke lies at the heart of Serapian, and customers are offered the possibility of creating their own piece, guided by the company's skilled artisans. Multiple leather colours, patterns and combinations are available to create vibrant pieces that are as unique as they are timeless, and the company also offers a full bespoke service to bring any leather creation to life.

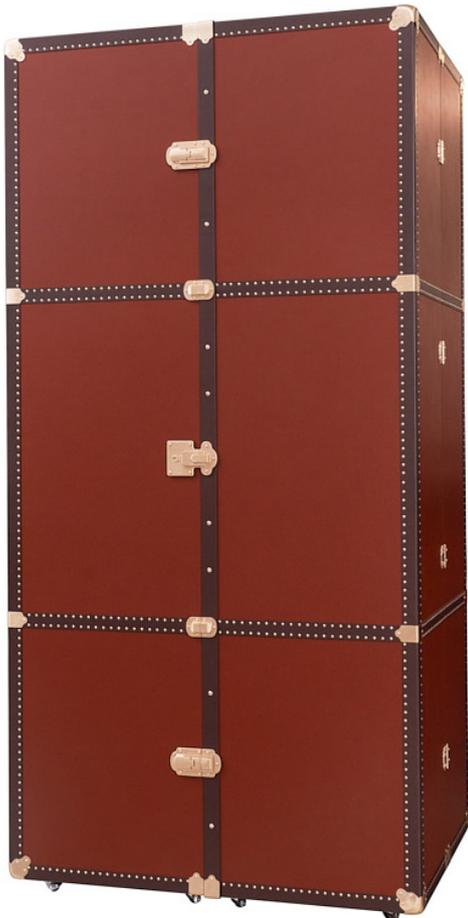
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