



Serapian.

Serapian is a long love story, whose plot weaves panache, elegance and the passion of true craftsmen together into the very essence of the last seventy years of events in Italy, involving the creative spirit of two unique individuals and the fruits of their meeting.

It was in 1928, when Stefano Serapian first came across the quality of Italian leather. Armenian by birth, he first arrived in Italy at the age of 15, and he started working as an assistant to a famous confectioner. Few years later Stefano meets Gina Flori who became his partner in business and life.

In 1945, Stefano and Gina established Stefano Serapian, the company that became the benchmark for high-quality leather goods in Milan from the post-war period to the present day. The only label to provide a custom service from the very start, Serapian made bespoke items (in those days Italians called them “products made to customers’ orders”) into the distinctive trait of its corporate philosophy: devised and made especially for the one unique buy, their purpose to satisfy every desire for all sorts of different occasions.

The quality of every collection is guaranteed by each product’s thoroughly Italian matrix, as every phase of every process is subjected to stringent controls: from the creative stage to tanning and cutting the leathers, the aim is to achieve impeccable objects. The reliability of a 100% Made in Italy production system has ensured that Serapian can enjoy the continuing confidence and custom of the world’s most important high-end retailers.

Although the brand has gone global, the heart of the firm – which first saw the light of day as a small workshop and has since grown to a business employing more than one hundred people – still beats in Milan.

After opening flagships stores and being sold worldwide in most luxury boutiques and Department stores, in 2014 Serapian open its first eshop: a wide range of items from Man and Woman collection. Start your shopping now!