

APPAREL AND ACCESSORIES

Richemont's Serapian video game-inspired capsule debuts

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The Serapian x Space Invaders capsule collection is now available. Image courtesy of Serapian

By LUXURY DAILY NEWS SERVICE

Italian leather goods house Serapian is honoring its history of innovation through a collaboration with another pioneer.

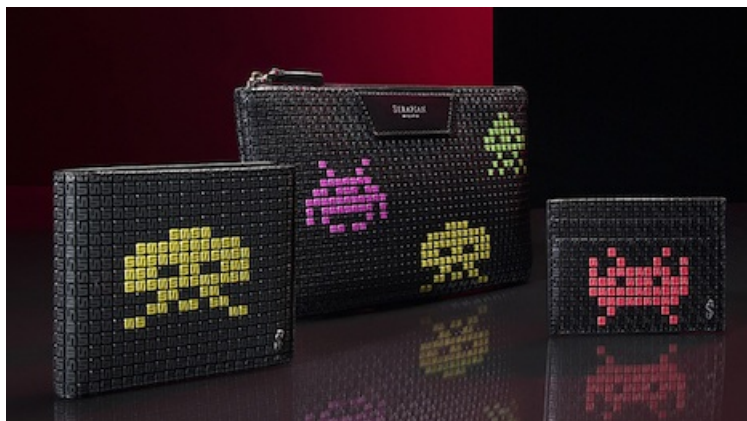
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The **Serapian x Space Invaders capsule collection** is inspired by the iconic arcade game, which was produced by Japan's Taito Corporation. Now available online and in select stores, the collection also captures the energy of two cities close to the brand: Milan and Tokyo.

Serapian x Space Invaders

This June, Serapian launched a pop-up boutique and bespoke experience in Tokyo's Ginza shopping district, underscoring the importance of the Japanese luxury market. That same month, the Richemont-owned brand first announced its Space Invaders collaboration.

Launched in 1978, Space Invaders was an instant commercial success and is considered one of the most influential video games in history.



The 1970s were an important decade for both Serapian and Taito. Image credit: Serapian

During the same decade that Taito changed the gaming industry, Serapian introduced Stepan, a sturdy, waterproof canvas with an S-etched pattern. The innovative material has become one of the house's signatures and is used throughout the 19-piece capsule collection.

Handcrafted in Italy, the collection includes a weekender, backpacks, totes, wallets, cardholders, keyrings and more.

Adding to the contemporary aesthetic, Space Invaders' pixelated aliens, spaceships and lasers pop against the black Stepan canvas in bright blue, yellow, lime green, purple and red. Some pieces also feature prominent gaming phrases such as "insert coin" and "game over."

Prices range from \$130 for a notebook to \$1,570 for a Stepan and leather holdall.

Serapian is the latest luxury label to recognize the appeal of video game collaborations.

In a continued celebration of its centennial, Italian fashion house Gucci joined forces with Xbox, which is celebrating its 20th anniversary, to bring fashion and gaming lovers a limited-edition controller, console and case. The brand aimed to fuse technology and tradition by combining Xbox's functionality with Gucci's design language ([see story](#)).

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