

RETAIL

Serapian pop-up boutique brings Milano to Madison Avenue

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Besides personalization services, Upper East Side clients will gain access to women's and men's collections from the Richemont-owned brand. Image credit: Serapian

By LUXURY DAILY NEWS SERVICE

Italian leather goods house **Serapian** is testing the waters in North America, starting with New York City.

The Richemont-owned brand has opened a pop-up boutique on Madison Avenue. The space features a personalization service and a range of artisanal products.

Leather looks

Situated in Manhattan, the 1,400-square-foot temporary shop places craftsmanship front and center.

Guests of the Upper East Side venue will gain access to both women's and men's collections.



Nods to Milan are made throughout the pop-up, from the art to the structure of the space itself. Image credit: Serapian

In attendance are Serapian signatures such as the Secret bag, a roomy, everyday tote from the luxury label, but the brand's Bespoke Salotto, a service lending customers the option to customize their purchases, sits at the heart of the store.

The installation allows customers to take part in making their own "mosaico," or handwoven, leather products, tapping a technique that founder Stefano Serapian introduced in the 1940s.

More than 44 different tones of the Nappa variety are available for clients to create unique color combinations for items of choice. A master artisan guides the process, welcoming visitors and demonstrating the brand's heritage know-how.

Open Monday through Saturday from 10 a.m. to 6 p.m., boutique interiors on view at the 785 Madison Avenue pop-up offer a sense of self on the part of the company.

[View this post on Instagram](#)

A post shared by Serapian (@serapianmilano)

Throughout, nods such as the integration of golden arches and marble touches nod to Serapian's Villa Mozart headquarters in Milan.

Art from the Italian city is included throughout the space, the build-out featuring furniture commissions from Doppia Firma, a Fondazione Cologni dei Mestieri d'Arte design project.

The news comes on the heels of Serapian's peer, Italian fashion house Fendi, opening its own space on the other coast of the United States.

Just like the New York pop-up, the Los Angeles touchpoint's interiors celebrate the codes of the brands' shared home nation ([see story](#)).

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