



Serena Sartorial

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ABOUT

Serena is determined to continue her Italian style Heritage and family tradition of tailored clothing and bring this traditional way of Italian living to her clients. Serena believes that every outfit should be unique and should reflect your personality. The aim is to introduce women, like Serena who have busy lives and are career focused to enjoy the authentic Italian Sartorial; a true measure of elegance and class to re-define your femininity.

Serena also offer a lifestyle concept based on confidence in your personal style. Inspired to educate professional women on what to wear, choosing the right fabric and the style for the occasion. With your unique garment, you will build more confidence with every stitch, knowing where your garments have come from and the personal feeling you get from wearing them. Serena is extremely passionate about women femininity and wants to inspire you to complement the uniqueness of the female form.

SERENA





THE BRAND

Serena Sartorial, born from the passion of Italian craftsmanship and its origins. We operate in London and create exclusive garments in Italy with the contribution of master tailors. Each garment is the seed towards art, history, passion and high-end quality.

VISION

Aspiring to bring the tradition of Italian Sartorial into the world, a genuine craftsmanship evolving women's garment into an elegant lifestyle.

CUSTOMER CARE

The focus is on a specific niche market that helps build stronger relationships with clients. The ability to wear rare and authentic clothes help clients reach a level of exclusivity. Our customer care service is about sharing knowledge and expertise; the ability to give advice based on client's specific needs, we teach clients about production process and marketplace, so that they dress with pride and confidence. We value client's time and believe that our private service and personal interaction creates real and authentic experiences.

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QUALITY

The success of made in Italy fashion brands in the world is directly associated with the product quality along with the value of expertise in design, elegance and lifestyle. In the consumer's mind, Italy is the place where tradition, art, beauty and also innovation merge into the modern way of living. The world demands 100% Made In Italy textile which hold the supremacy of the market place worldwide since the late Middle Ages, building its reputation based on finest, luxurious and lightweight texture. This range is the choice for woman who commands quality and distinction.

HISTORY

Style, elegance and design are virtues which are widely attributed to the Italian manufacture. The value of Made in Italy is deeply linked to Italy's rich history. Naples is the cradle of artisan tailoring, dating back to the middle ages. Traditions were handed down in the workshops within Sant'Eligio a district near Naples, understood to be the sanctuaries of style. By the nineteenth Century, the city started to dress the great dignities of that time. The character of Neapolitan tailoring has experienced an unstoppable increase that continues in strength and confidence even today.



PERSONAL SERVICE

Welcome to Serena Sartorial a personalised service dedicated to satisfying the unique sartorial needs of professional women. We maintain the tradition of Italian Sartorial, visiting our clients at work or at home. Offering an exclusive and accessible service for women that have busy lives. In the first consultation, we discuss your style preference and design your garment, followed by taking your measuring. You will be choosing from a range of authentic Italian fabrics. These includes silks, wool, cashmere in a vast selection of colours and patterns. At Serena Sartorial we value client's time thus we offer personal deliveries and after-care service to ensure clients are always satisfied.

SARTORIAL PROCESS

Bespoke is the ultimate clothing experience creating garments from your body measurements and individual pattern. To obtain a perfect fit your garment requires various fittings during its creation, thus taking between 4-6 weeks for first fitting service and 4 weeks to a completed garment from your first fitting. Each garment is hand-crafted in Italy to achieve a soft and natural silhouette. From cutting to stitching phase, every suit needs around 60 hours of hand work. The result is an impeccable marriage of heritage and refined Italian tailoring. Bespoke service is the fruit of art, attention to details and dedication, giving life to unique pieces that communicate elegance and exclusivity.





Serena Sartorial

Private tailoring service, at the place of your convenience.
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