



Press release
November 2015

SERTUM IT'S TIME TO R-EVOLUTION

The hero and the crown. **Sertum**. The horse, the thundering horses.

The historic motorcycle house from Milan, that has left an indelible mark on the world of motors and two-wheeled sports since the 1930s, today lives on in a number of precious and exclusive items that redefine the concept of **male luxury**.

A collection of **pens** and a **weekend bag** that celebrate the same vision of a time that combines both substance and skill.

The same message with a different messenger. And the message is the **journey**.

A real and imaginary journey in search of elegance made of detail, never ostentatious but always apparent to those who are able to see beyond.

Elegance and substance. Designed with an engineering approach, all Sertum products are designed to be high performing, exclusive products, fully customisable and fine-tuned according to each customer's requirements.

The pursuit of an experimental craftsmanship that puts the focus on **substance**.

Carbon fibre is the body and soul of a precise blueprint style and serves as a liaison between the various components of the Sertum family.

An innovative material, carbon ensures a truly high performance: lightweightness brings added value, strength and resistance are incomparable and the textured effect creates a tailored look, making each object a special edition.

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SERTUM COLLECTION 175 VL

Collection 175 VL takes its name from Sertum's first lightweight motorcycle and builds memories projected towards a futuristic design horizon.

Each bespoke piece is designed to be **high-performance**, personalised and perfectly calibrated. Tradition becomes more contemporary. The use of an innovative material – **carbon fibre** – is transforming the way we conceive the writing experience. Used in all parts of the pen's body, it guarantees extreme **lightweightness and resistance**, revolutionising the idea that a precious object must always have a substantial weight.

As any bespoke item should be, all models are customizable through a triple **set-up** mode. The allen key present on the back of the VL, the symbolic element that links the brand's past and present, also becomes the main instrument of customization: by unscrewing and replacing the other part in the kit supplied, it is possible to balance the weight of the pen on your own hand and on your own calligraphic style.

But for those who desire an even more bespoke item, it is possible to request fine-tuning at the factory or directly at home through the intervention of an expert who will design an exclusive 'made-to-measure' one-of-a-kind piece for the customer.

Clean and balanced shapes. **Functional naturalness**. The curved lines merge with the sharp details in the three versions of the 175 VL: **Fountain Pen, Ballpoint Pen and Rollerball Pen**. The tip is the common feature. Carved from a full block of carbon, each pen has a unique design thanks to the different streaks born from the material processing, creating a textile effect. There are two types of carbon to choose from: Sharp, thin and classical, and Crude, thick and strong, both are available in shiny and matte finishes.

A collection that will **re-write** the future of Sertum through new languages and a new concept of beauty.

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SERTUM SR 100 BAG

Intuition, Speed, Dynamism.

The SR 100, the weekend bag signed **Sertum**, is inspired by the world of **sports cars** and interprets the brand's values - craftsmanship Made in Italy and technological research- from an unexpected perspective suggesting a new vision of male elegance.

Designed to be stored in the lower paniers of the more exclusive "fuoriserie", the SR 100 is compact in size but has **optimized capacity** thanks to a compass opening, homage to the classic doctor's bag.

Dense and present, substance is the protagonist here.

Carbon fiber, worked and made flexible using latest generation processes, makes the bag **very lightweight and indestructible**, thanks to glossy texture that is typical of this substance. Mixed with fine leathers, used for the handles and trims, it pursues the idea of tactile and functional elegance.

Available in 100 individual pieces and customizable at the request of the most demanding customers, the SR100 is the most symbolic accessory of Sertum's Man Intuition. Speed. Dynamism.

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