

S E R I N O

Exceptional without Excess

When it's pure, when it's perfect—you know it. The Serino Studio was established with this basic truth in mind. It gave us our purpose: create striking, comfortable essentials that epitomize how simplicity endures over time, and how it impacts our lives.

This vision is broader than our clothing. The ideas and concepts that inspire us to make, also inspire us to learn and grow. Our studio believes that humans should work to perfect whatever it is they pursue, and that the striking clarity of simplicity can be leveraged to impact all of our lives by inviting us to create a better future together. "Simplicity, purpose, enduring, personal—these are the principles we have built our brand upon. We believe in a world where fewer, better made products hold great value and have a more meaningful place in our customer's lives"—Joseph Serino, co-founder.

At the core of Serino clothing is 1-7-5: our method of make. 1-7-5 represents our studio's viewpoint on the power of simplicity, the comfort of enduring style, and the purpose that allows us to mind the planet while creating timeless essentials.

1-7-5: The Method of Make

Our method of make focuses on a singular knit yarn platform that translates into seven styles and five colors. This design ethos is one of purity and simplicity, meaning, we create only what is necessary and do not embellish for the sake of convention. From the initial knit yarn platform, to the hands that operate the machines, to the meticulous fit of each garment: every step in creating Serino clothing holds a purpose.

Our studio's distinct approach moves away from the traditional seasonal collection and replaces it with a modern but timeless wardrobe. We source our product in Italy through a family-owned and operated factory with sixty-five years of knitwear experience. The flat-knitting of Stoll machines produces less waste than traditional circular or cut-n-sew manufacturing, allowing us to help mind the planet.

The manufacture of our clothing, the design ethos, and the enduring value comes from our method of make:

1 yarn

We are obsessed with premium materials that do more with less, and last over time. The purity of utilizing one material demands obsessive attention to fit and detail, thus creating beauty in form.

7 styles

Our studio offers an edited selection of classic silhouettes—reimagined in wearable knit—that is both personal and perennial. These are the pieces you reach for every day, knowing that they will live with you and endure.

5 colors

By focusing on the five classic shades, we've created a palette that works every day, with everything. Color is a form of expression, and these neutrals speak elegantly and distinctively.