

Paris 1975



Céleste silver collection, shown in Polished Chrome



Dehmin collection, design Tristan Auer, shown in Polished Chrome



Sky White Carrara collection, shown in Matt Soft Gold



Square White Carrara door handle, shown in Matt Soft Gold

## HIGH-END HARDWARE AND FITTINGS

Since being founded in Paris in 1975, the **Serdaneli** brand has preserved its unique know-how, inspired by the world of watchmaking. The design of each piece is revealed both in its sculptural form and in the use of exceptional materials such as crystal, semi-precious stones and leather.

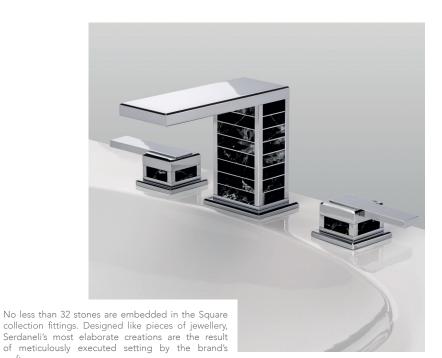
Thanks to its expertise and the richness of its library of materials, **Serdaneli** has created a wide array of fittings, accessories and hardware in collaboration with renowned manufacturers. The company also creates entirely personalized models for many of its clients.

Today, **Serdaneli** is recognized worldwide for the quality and finesse of its products, which can be found in the most prestigious residential projects and yachts.

## MATERIAL AS A HALLMARK

craftsmen.

Complementary to its unrivalled craftsmanship, Serdaneli's uniqueness lies in its library of materials which has been constantly added to over the years. Marble, mother-of-pearl, sodalite, onyx, jasper or wenge, Serdaneli offers more than fifteen meticulously selected materials. These are transformed either in the brand's workshops or by artisans who share the same values and standards of quality.



The new Hemisphere collection has a resolutely contemporary design. The purity of the finely engraved porcelain decorated with a white satin enamel contrasts with the strength of the metal worked in different finishes.

Most recently, Serdaneli has partnered with J.L Coquet to offer a series of fittings with a Limoges porcelain handle, inspired by the iconic Hemisphere model, and accompanied by a range of accessories (available from Cristal&Bronze).

Among its latest products, **Serdaneli** has also partnered with the product designer Michael Tibi. This collection acompanies the pursuit of Serdaneli's renewal, through a contemporary style that combines marble and metal.



WIL. L, the new contemporary collection by Serdaneli focuses on a minimalist aesthetic and details highlighting the brand's unique craftsmanship.



Serdaneli entrusted the production of the Sakura range inserts to Tomioka, a Japanese company specialised in Kabazaiku, the art of working cherry tree bark.

For its collections adorned with crystal, marble and fine stone, **Serdaneli** works with various companies recognized for their originality and their excellence in France, Europe and Japan: Pauly Factory, Vista Alegre, Waltersperger, Ematek, Cristal Benito, Tomioka to name but a few.

These prestigious partnerships have elevated **Serdaneli** to the rank of master craftsmen. The collections pair each material with a wide range of metal finishes from the most traditional, such as chrome or nickel, to the most prestigious, such as 24-carat gold and silver. Each finish is also available in different aspects: matt, velvet and polished.

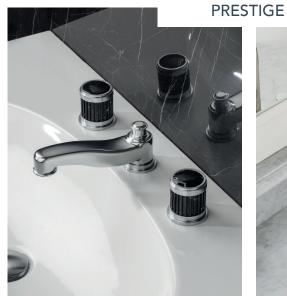


The craftsman Franck Benito reworked Serdaneli's Sky collection. He created a crystal insert with pure and geometrical lines, bringing brightness and softness to the touch.

## **SUBTLE STYLE**

Serdaneli fittings are grouped into different product lines and are complemented by a selection of accessories and hardware to suit every need.

In a contemporary, classic or bold style, each collection transforms the bathroom into a real showcase.





Trianon collection in black portoro

ART DÉCO

Hémisphère collection



Sky collection with jasper stone lever handles





Coco collection in sodalite stone



Wall mounted Chester Luxe collection

Serdaneli is part of the MRF group gathering Miroir Brot, Margot and Cristal&Bronze. These four bathroom fittings, accessories and hardware manufacturers produce their products in the purest form of French "savoir-faire".

## MRF THE FRENCH BRASSWARE MANUFACTURERS









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Collection Chester Luxe