Press Release

April 2016



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 messanger. 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 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: lightweightedness 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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