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Zanellato

Matter, Art, Memory

Alba Cappellieri

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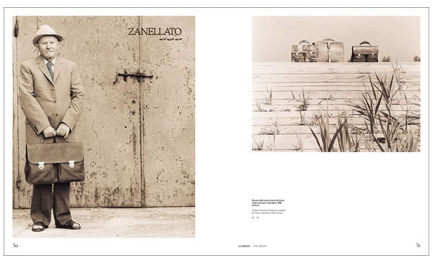
- The Zanellato story began in Veneto and has spanned generations, crafts, and transformations
- A journey into the most authentic Made in Italy, where tradition and innovation meet to create bags designed not merely to keep pace with the times, but to live through them
- In 1999, the leadership passed to Franco Zanellato, who extended the range to men's leather goods, with work bags and briefcases.
- In 2011, he created Postina®: soft and sinuous, inspired by the postman's bag of the early 20th century, with a slightly angled handle for ergonomic comfort and a gold-plated stud bearing a philatelic engraving. Stitched in the Vicenza district, it has sold more than 500,000 pieces

Some business stories have deep roots, being born from the meeting of a family, a region, and a passion. The Zanellato story began in Veneto and has spanned generations, crafts, and transformations, finding a visionary interpreter in Franco Zanellato. From early experiments with leather to the creation of the Postina® bag—now an icon of Italian design—and on to the pursuit of sustainability and "artisanal intelligence," this book tells an Italian story defined by creativity, craftsmanship, and passion. It is a journey into the most authentic Made in Italy, where tradition and innovation meet to create bags designed not merely to keep pace with the times, but to live through them.

Arte e Mestieri is Zanellato's DNA: in an age of ever faster trends, Zanellato brings together beauty, quality and durability in bags designed to be handed down from generation to generation. A family business and the custodian of an outstanding corporate heritage, in 2026 it was recognised as a Marchio Storico di Interesse Nazionale (Historic Brand of National Interest).

Text in English and Italian.

Alba Cappellieri PhD, is an Italian scholar, curator and author in the field of jewellery. She is the Director of the international Master's programme in "Jewelry & Fashion Accessories: Creativity, Management, Communication" and of the Master's programme in "Fashion Tech: From Active to Interactive Fashion, Sportswear, and Lifestyle Design" at the Polytecnico Milano 1863. She is a member of the Scientific Committee of the Ecole Van Cleef & Arpels in Paris, the Gijs Bakker Foundation in Amsterdam, the Altagamma Awards in Milan, the Fondazione Cologni in Milan, the De Beers New Talents Awards in Gaborone. From 2013 to 2016 she taught Design Driven Innovation at the Stanford University. In 2017 she was appointed Ambassador of the Design Italiano in Osaka, and has continued in the role since then. In 2014 she was the founder and director of the Jewellery Museum in Vicenza. She is a curator, academic and consultant for many international jewellery brands, including: Tiffany, Bulgari, Buccellati, VanCleef & Arpels, De Beers, Cartier, Damiani, Pomellato, Chantecler, Roberto Coin, Intisars, Shiphra, Baraka, LiuJoJewels, Recarlo and Homi Fashion&Jewels Fiera Milano.







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