

Roman Feral (°1990) was born in Paris, France. His artistic nature was evident from a young age and at 19 years old, he successfully entered superior art school of L' Atelier de Sevres in Paris, where his talent flourished further, and his artistic dexterity was shortly after discovered by industry professionals.

Despite his young age, the emerging artist gained recognition and has been attracting collectors' interest for his innovative, unprecedented works on Louis Vuitton and Goyard trunks. Roman's vision is to give a new dimension and emotion to the luxury items. By changing their functionality such as converting a luxury trunk into a flat canvas, just like an open book, each work tells the unique story of every piece through time and its proud voyage through decades, immune to the erosion of time. Or creating the illusion of butterflies flying out of a jewelry box giving the product a new perspective and the butterflies a new life. Roman is surely a rising talent and definitely a young artist to keep an eye on.

As an autodidact artist and inquiring mind, Roman always finds himself in a state of self-reflection towards a constant life-long evolution. He is genuinely passionate about the finest things in life, with a deep understanding of luxury and French savoir-faire. In other words, a perfectionist who only works with the finest and most noble materials and techniques such as gold gilding, painting and crystal clear, high quality, airtight plexiglass combined with exclusive luxury items. He crafted a new technique working with natural butterflies making them airborne giving the illusion that they are flying and brought back to life. His craftsmanship is defined by meticulous attention to detail and each of his works is the perfect combination: a re-invented timeless piece through a forward thinking creative perspective.

Roman is further blurring the lines between Luxury retailers like Louis Vuitton and art.

“My art is about taking a product and enhancing it, to create an emotion and ambiance in a way that we haven't seen.”

“Art has the power to create emotional connections and drive Brand's consumers consumption. Art and Brands are like Yin and Yang and the grey zone between the two is what fascinates me.”

Roman Feral