

MEDIA RELEASE

Taylor Battistella partners with Financial Times as FT Talent Ambassador

MELBOURNE, June 16, 2023 – Seresilk CEO / Founder, Taylor Battistella has been revealed as the latest ambassador for the Financial Times' FT Talent program.

FT Talent is a program run by the Financial Times at their global headquarters in London, Bracken House. It focuses on working with students and early career professionals from diverse backgrounds to solve business cases. Over the year, each 3-day competition gives participants access to unique FT content, workshops and people. It helps foster new creative thinking within the FT, develop potential solutions to strategic business issues and stimulate disruption within the media ecosystem.

Battistella was a finalist in the 2020 edition of the program - hosted days before COVID-19 locked down the world - and was Australia's first ever representative in The Program as an exchange student at Università Bocconi (currently ranked 13th in the world for business and management studies by FT World University Rankings).

Battistella remarked that he is *"incredibly proud and excited to be named as the latest ambassador for the Financial Times Talent Program, to support both the program and the world's brightest up and coming business leaders"*. Noting the impact that such an experience can have in one's formative years, Battistella spoke to how he was inspired after *"listening to Nobel Prize winner Michael Spence, and being part of a team composed of members from all corners of the globe where we tackled the topic of sustainability in marketing"*. He recounted how *"it was incredibly powerful to be in London during the UK's official exit from the UK"* and reflected on his *"last days of "freedom" before being plunged into lockdown back in Milan as the Western World locked down with the spread of COVID-19"*. **It was during this time that the idea for "Seresilk" was born out of his existing retailing business, Everything Silkworms.**

Battistella's latest appointment is another milestone for the young entrepreneur, having launched Seresilk in April 2023. The brand is a result of 2+ years of product development, after transforming his silkworm project as a 12-year-old into a successful retail business that supplies thousands of schools and retail customers over Australia. His focus now is to ramp-up distribution and productive capacity as he takes on the world in an effort to promote Australian made, cruelty-free silk.

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For further information, contact Taylor Battistella: +61 457 040 104 or media@seresilk.com.au

About Seresilk

Seresilk is the only Australian made, cruelty-free silk skincare product in the world. It was developed out of a desire to create a simple routine that harnesses silk's natural healing properties. Seresilk lets its silk shine in all formulations, using only 24 ingredients across a 4-step night routine.

www.seresilk.com.au