

**FOR IMMEDIATE RELEASE**

## **Seresilk Founder Taylor Battistella Shines at St Kevin's College Spring Luncheon and Boroondara Council's Super Networking Event**

MELBOURNE, October 19th 2023 – Taylor Battistella, founder of Seresilk continues to gain recognition in the community fresh off the heels of the brand's glowing feature in Body+Soul. Battistella recently showcased his commitment to community and shared his entrepreneurial journey at the Annual St Kevin's College Spring Luncheon and Boroondara Council Super Networking Event.

Given the opportunity to not only showcase the brand but also address the 500+ strong audience, Battistella donated \$1,000, 20% of sales from the event to support students and families from the junior school in addition to the brand's existing pledge to donate 1% of online sales to support the brand's pillars of empowerment, diversity and environment.

Battistella addressed the Super Networking Event organised by Boroondara Council in a presentation titled "From Silkworms to Skincare: My Entrepreneurial Journey". As the guest speaker, he detailed his journey from his bedroom-based business selling silkworms at the age of 12 to the launch of Seresilk in April 2023 as a source of inspiration.

Following his support Battistella stated that "I am not only proud to be giving back to the community that has supported me from a young age but also excited to be inspiring and captivating future young entrepreneurs with shared hopes and goals." His presence at these events underscores Seresilk's ongoing commitment to innovation, community, and the power of sharing silk's untapped potential with the world.

Seresilk products include Gentle Silk Cleanser (\$49.99), Pure Silk Exfoliator (\$44.99), Silk Night Serum (\$89.99) and Silk Night Cream (\$74.99).

**– ENDS –**

**For further information or to arrange an interview or samples of Seresilk, please contact Taylor Battistella: +61 457 040 104 or [media@seresilk.com.au](mailto: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.

### **Links**

[www.seresilk.com.au](http://www.seresilk.com.au)

[Access product imagery here.](#)

[Access Seresilk logo files here.](#)

[Access previous media releases here.](#)

Brand guidelines available on request.