

# LUIGI GRANDICELLI

## CURRICULUM VITAE

### “Fourth generation in the Fashion business”

- **1976 to 1990** Owner and manager of 4 stores selling man/woman/kid fashion clothing, accessories and footwear.
- **1987 to 1998** Multi brand representative sale agent for fashion clothing, accessories and footwear in Italy and abroad where I lived 6 months a year average.  
Showrooms in Cattolica for center Italian market, foreign markets Showrooms : Milano, Hong Kong, Taipei (Taiwan), Kobe (Japan).
- **1987 to 1994** Exclusive worldwide Export manager of the Italian brands "Daniela Bizzi" and "Collection Privée" - women's clothing medium-high level and high level footwear and accessories for women, showrooms in Milan and sale shows all over the world.
- **1989** Experience of selection of contractors manufacturer producers, contracts and production control in Hong Kong.
- **Since 1990** Operating Buying Office of fashion clothing, accessories and footwear, ceramics and furniture.
- **1994 to 1998** Exclusive worldwide Export manager of the brand “Sonia Speciale”, showroom in Milan and sale show worldwide.
- **1998 to 2004** Owner of a 605 square meters multi ethnic restaurant - disco bar - live music in Portoverde, experience into food and wine.
- **2002 to 2004** Exclusive worldwide Export manager of the Japanese brand “Yuko” sale shows in Paris.
- **2003 to 2006** Sourcing, brokerage, production control, for Italian factories producing in eastern Europe.
- **2009 to 2011** Owner, Ceo and brand manager, production of women's shirts medium-high level line “Marina Medici”, sale manager, style and construction of the collection.
- **Since 2010** Increase the activities of Buying Office and commercial intermediary for apparel industry, real estate market, store Franchising between Italy and China, evaluation activities of companies, negotiations for the sale of brands and Italian companies, evaluation of inputs in corporate capital, acquisition of real estate, brokerage for marketing aimed at China, sourcing Italian companies/brand to be proposed for the Chinese market, sourcing for apparel production companies made in Italy with customer label (Private Label).

### TASKS AND SKILLS

- Professional buyer/retailer specialized in man-woman-kid fashion apparels, beachwear, accessories and footwear.
- Sales representative agent for man-woman fashion apparels, accessories and footwear.
- Exclusive worldwide Export manager, sales and shows worldwide.
- Private Label manufacturer sourcing, in Italy, East Europe and Asia.
- Follow up and production control.
- Pricing.
- Business strategy consultant.
- Structuring and planning of companies for export business.
- Creation, management and arrangement of Italian overseas sales networks.
- Specialist in technical construction of clothing collections aimed at the sale.
- Product manager.
- Organization and artistic direction of fashion shows (catwalk).
- Buying Office of clothing accessories and footwear for foreign customers in Italy:  
brands sourcing, appointments with showrooms and/or companies, travel, accommodation, restaurants, transportation in Milan and the rest of Italy.
- Creative interior designer-decorator of 6 boutiques, 3 showrooms, 10 apartments and one bar-restaurant.
- Management of restaurant-disco-bar live music
- Woman blouse stylist.