



# Francesca Bassi

Celebrity and VIP Project Manager / Luxury Expert / Fashion / Special Projects Development

Rome, Metropolitan City of Rome Capital, Italy

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## Languages

English (Native)

Italian (Native)

Spanish (Native)

French (Work Proficiency)

## About

As a Celebrity and VIP Product Manager at Gucci, I have been leading and executing special projects for high-profile clients and events in the fashion industry for over 20 years. I have a strong background in fashion management, communication, and problem solving, which enables me to deliver innovative and customized solutions that enhance the brand's image and reputation.

My mission is to create exceptional and memorable experiences for celebrities and VIPs, while supporting the strategic awareness and visibility of Gucci's products and values. I have a keen eye for the outstanding and a passion for luxury and excellence. I work closely with various teams and stakeholders, both internally and externally, to ensure the highest quality and satisfaction of the clients and the company.

### BRANDS WORKED WITH



## Experience



● **Celebrity and VIP Product Development Manager**  
Gucci | Jun 2014 - Dec 2023



● **VIP Product Development Manager - WW, MW , Private Clients**  
Gucci | Nov 2007 - Jun 2014

● **Senior Project Manager**  
FAO | Jan 2003 - Dec 2005  
Senior Intl. Project Manager



● **Assistant to Worldwide PR Director**  
Valentino | Sep 1997 - Sep 2003

## Education & Training

- 1996 ● **Sapienza Università di Roma**  
Scienze Politiche,
- **Sapienza Università di Roma**  
Laurea,