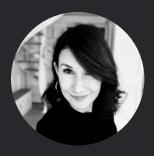
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Francesca Bassi

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

Rome, Metropolitan City of Rome Capital, Italy

Portfolio file

View profile on Dweet

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





Valentino

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,