



# Teodora Sevastakieva

CCO/Board Advisor /  
Co-Founder @ Menabòh  
| Consultancy in Luxury  
Beauty/Fashion/Wine/Hospitality/Real Estate

📍 Florence, Metropolitan City of Florence, Italy

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## Links

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## Languages

Bulgarian (Native)

English (Fluent)

French (Basic)

Italian (Native)

Russian (Fluent)

Spanish (Fluent)

## About

With over 20 years of experience in the luxury fashion, beauty, and wine industries, I am a passionate and self-made professional who thrives in multicultural and dynamic environments. As the co-founder of Menabòh, a start-up that offers a curated selection of vintage, upcycled, and sustainable fashion designers powered by AI technology, I aim to educate and inspire consumers to shop responsibly and creatively. As Board Advisor I help luxury companies small to mid size to position and create value for their brands.

Previously, I held senior executive positions at prestigious brands such as Ferragamo, Interparfums, and Cariaggi, where I led and managed global sales, marketing, branding, licensing, and operations strategies, as well as M&A and integration projects. I have also been a board member, a university lecturer, and a professional fashion model, gaining a diverse and holistic perspective on the luxury business. My specialties include business development, branding, organization strategy, innovation, sustainability, and technology. I am also fluent in English, Spanish, and Russian, and have a degree from London Business School.

### BRANDS WORKED WITH



## Experience

### ● Board Advisor

Progenia SpA | Jan 2023 - Now

Business Advisor in Real Estate, Post M&A integration in Luxury Hospitality and Leisure, Business evaluation, Business Development

### ● Co-Founder

Menabòh | Jul 2022 - Now

We believe that fashion could be responsible and still exciting and fun. We offer a selected vintage, upcycled and sustainable fashion designers stock items. Powered by AI technology Algorithms we design the perfect for you style and we send you at home your best fit upon subscription. In case you are in love with our styling proposals you can also buy at once directly our site the items you love. With one choice we guarantee longer life to garments and fashion waste reducing. We believe that with items we already own we can recreate a new fashion style. Menabòh purpose is to educate to responsible shopping.



### ● Business Advisor

Kantar | Mar 2022 - Now

I work as a strategic advisor, orchestrating the art of company within the luxury and beauty business in Italy in market research landscape. My support to Kantar is focused on Business Development in Italy for their luxury division. My expertise revolves around crafting captivating narratives, while unraveling the secrets to creating brands that not only resonate deeply but also shine brilliantly in this glamorous market. In this specific area I contribute to the brief of the research and to final conclusions and action plan proposal.

### ● ADVISOR M&A INTEGRATION, INTERPARFUMS INC,

Interparfums, Inc. | Oct 2021 - Dec 2022

- Guide integration and transition process between Ferragamo Parfums and Interparfums. (coordination of two teams NY and Florence, Italy, processes merge, IT systems merge, HR, Reorganization, Operations, Planning, Sales and Marketing integration, Global Distribution in-

tegration with the goal to Guarantee business continuity.

- Start up Interparfums Subsidiary in Italy
- Finalization of negotiations of Salvatore Ferragamo Fragrance Going Concern Business Acquisition.

Main Achievements:

Transition was completed successfully and business and team are totally integrated. All teams are operative perfectly and KPI are largely achieved with successful year closure of +25% vs initial expectation.

## ● General Manager

Salvatore Ferragamo | Jun 2020 - Oct 2021

Parfums Division Managing Director

## ● Board Member

CARIAGGI LANIFICIO SPA | Apr 2016 - Jan 2019

## ● Chief Commercial Officer (CCO)

Ferragamo Parfums Spa | Sep 2006 - Jun 2020

- Revenue from 28 mln in 2006 to 95 mln net revenue in 2019 (retail value 220mln) on global basis, Full responsibility division's P&L, as well net profit and stock impacts, HR and financials.
  - Business model WHS WWD with indirect management of retail operations in key markets except Own Brand Boutiques
  - Create local teams network: New York, Miami, Singapore, Hong Kong, Tokyo, Seoul, Moscow, Dubai, Shanghai
  - Channels: Ferragamo Monobrand Boutiques, Beauty Retail, Beauty Wholesale, Ecommerce third part and direct, Alternative Hospitality Channels: hotel & airlines
  - Divisions managed: WWD Revenue Division, Retail Performance in Ferragamo Boutiques, WWD hotels & airlines, WWD Training, WWD trade marketing and communication, Pricing, Planning, Forecasting & Administration of sales division, Logistic and Customer service division; ITALIAN Subsidiary, US Subsidiary
  - Brands: Salvatore Ferragamo & Emanuel Ungaro
  - Budget: 220mln retail sales (1% SOM) direct ADV spending management 25mln, plus indirect through third parties and distribution network 15mln, 120 markets, 600 customers worldwide
  - Key approval role in Executive Committee on R&D and Product Development
  - Team of 50+ people plus in store sales team
- Main achievements:
- Created a brand repositioning strategy with long term vision
  - Drive constant growth for 14 consecutive years
  - Lead business transformation and shorten GO TO Market process optimizing operations and increasing profitability.
  - Building leading brand positioning in emerging markets Chinese India, Russia.
  - Introduction of High-End Artistic Perfumery Collection
  - Open Retail division for positioning in Asia and digital transformation of go to market process, ecommerce and omnichannel development, b2c business development start up.
  - Digitalization for streaming processes (B2B interaction & Agents)
  - New KPI system for MBO and PA (including cross responsibilities and global goals)
  - Crisis management and transformation from private to public company

## ● Managing Director Italian Subsidiary

Ferragamo Parfums Spa | Jan 2005 - Sep 2006

- Start up Italian Division
- Formulated strategic vision to drive mission and goals while stimulating revenue, profitability and growth.
- Transit business from previous organization guaranting business continuity.
- Recruited, hired and trained employees on operations and performance expectations.
- Interact with stakeholders to address issues and implement solutions.
- Guide marketing team to bring consistent, clear and compelling communication to internal and external audiences.
- Develop IT system integration with totally new business model.

- Developed department performance goals and methods for achieving milestones.

## ● Special Projects and Alternative Channel Manager

Salvatore Ferragamo | Dec 2003 - Dec 2004

Segment: Luxury Goods, Product Fragrance) Develop hotel and airlines product line and business

Goal: create a new brand touch point in luxury environment with HNWI customers enjoying their relax moments with beauty and soul care products

Main achievements:

- Create and oversee completely new business for the group: Amenities for 5 star Hotels and First and Business class Airlines
- Launch first ever project for Ferragamo with Singapore Airlines (1.5mln business on yearly basis for 10 years contract)
- Launch first ever hotel chain with Waldorf Astoria (300K euro on yearly basis for 15 years)

## ● Area Manager

Salvatore Ferragamo | Sep 2001 - Dec 2003

Business Development and consolidation existing distribution network Europe.

Segment: Luxury Goods, Product Fragrance (2002-5mln business)

- Start up of the Fragrance Business within Ferragamo Group (after a joint venture with Bulgari)
- Oversee business in all areas starting from East Europe, following with Latin America, Western Europe and Asia Pacific
- Open USA Subsidiary with agency agreement. Hire local employees, Build US Brand strategy for Beauty Category, Create Business Process Integration systems with Head Quarters.

Main Achievements:

- Build up all relationships with local partners in the territories, set up all distribution network, restructure completely Latin America area, changing business model from master distribution account to direct distribution wholesale enlarging customer platform, managing directly to each market marketing spending and activities to focus on the brand and elevate positioning.

USA subsidiary opening: in challenging and competitive market create a flexible strategy to gain market share, to elevate the brand and position for long term successful business.



## ● Area Manager East Europe

Benetton Group | Jan 1998 - Jan 2001

Develop distribution network, Create new business opportunities into different channels and markets, manage transaction of M&A for sales integration, Position new product categories with new target, managing successful launches and revenues. Drafting privacy policies & Contractual transactions. Product Categories Accessories, Ready to Wear and Fragrances

## ● Family Co-Owner

| Jan 1971 - Now

Production and distribution high quality wine