



# Marco Tripoli

Managing Director

London, UK

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## Languages

English (Fluent)

French (Work Proficiency)

Italian (Native)

## About

### BRANDS WORKED WITH

Armani Collezioni Men'S & Ladies

Beatrice Company

CERRUTI 1881

Cerruti 1881 Ladies

Marco Tripoli London

Samsung UK

The Hurlingham Club

## Experience



### ● Creative Director

The Hurlingham Club | Sep 2021

In Support of the Charity BackUp, it took place on Wednesday 22 September 2021 at the stunning Hurlingham Club in West London.

### ● Costume Designer

Beatrice Company | Jun 2021

That I Have Gone Missing". This dance theatre production is grounded in the autobiographical experiences of people's diverse relationships. In probing the complexities of dementia, the work tackles social and medical taboos about loss, intimacy, vulnerability, consent and othering – inviting audiences to re-imagine everyday relating as small acts of embodied resistance. The work considers that dementia-friendly values are ubiquitous and can enrich our perceptions and relating in human and more-than-human ways. Since the work-in-progress tour to 11 venues during 2017-18 (UK, Norway, The Netherlands), and now a production upscale, the work has spanned the deaths of three parents in the artistic team, and a pandemic.

### ● National Key Account & Marketing Manager and Business Developer

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Responsibilities:

Sales Follow-ups, Company Sales Results, Sales Estimates on collections after internal meetings.

Assessment of business needs in regard to: Payment Plans, SOR Deals, Risks, Priorities and Staff Contributions .

Project Management of PR and Marketing campaigns and associated activities including the commissioning of market research.

Seasonal Visits to existing and potential nationwide Key Accounts.

Maintenance and development of crucial relationships with franchise partners.

### ● National Sales Manager and Marketing Manager

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Responsibilities:

Overseeing the distribution processes of the product to all the existing customers.

Responsible for Public Relations and Customer Service activities within the wholesale business.

Seasonal Visits to existing and potential accounts.

Assessment of financial issues such as Payment Plans, SOR Deals, Risks and Priorities Achievements:

Increased the existing customer base by 30%.

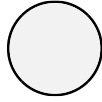
### ● CREATIVE & MANAGING DIRECTOR WOMENSWEAR, MENSWEAR, ACCESSORIES

Marco Tripoli London | Jan 2010 - Jun 2021

Motivated, committed and innovative, with a successful record in creating new opportunities and improving business performance. Responsi-



ble for managing all the sides of supply management activities. Management of costs, quality, and deliveries. Created and maintained long term partnerships with suppliers to promote feedback and improvement. Made discussions and managed agreements and contracts for assigned services. Responsible for understanding, tracking and calculating the cost and market factors for assigned products. Applied appropriate plans to assure an enough source of supply and help to control company's purchased products costs. Marco Tripoli LONDON is a fashion brand of which collections and are chosen for freshness in their use of colour and vibrancy in their use of design.



## ● Commercial Consultant and Strategist

Samsung UK | Aug 2008 - Dec 2009

JESSI & CO (JESSI NEW YORK AND ALEXIS N)

Looking after an immediate team of three.

Looking after the retail operations 5 stores

Looking after 4 Franchisees respectively in Cyprus, Tunisia, Kuwait and Lebanon.

Reporting directly to the CEO of each individual company.

Negotiating floor spaces, contracts and for each of the above concession/corners/store in store concepts, showroom spaces.

P & L monitoring management.

Full implementation of marketing strategies from promotions, product placement, packaging and image (production of catalogues and web-sites).

Budgeting and pre-buying collections (fabrics, styles and sizes) for all the above covered key accounts.

Report daily sales results both at retail and at wholesale.

Work closely with all the designers to satisfy all the market requests

Implementing tailor made marketing strategies, such as trunk shows and fashion events, both at retail and at wholesale. The Jessi New York Project in collaboration with the Samsung Textile and Footwear Division After much research and accuracy to find the perfect product with immaculate quality and at extremely competitive prices, I am pleased to introduce to the UK, and to the rest of Europe, Jessi New York and Alexis N. Originally from Korea and China, where the company has over 70 franchising stores, the brand has been brought over here exclusively to you thanks to the collaboration of Jessi & Co, The Textile Division of Samsung UK and Marco Tripoli as Marco Tripoli Designs Ltd. Jan 2005 – August 2008 Almost Famous Ladies AF Jeans, Almost Famous (Diffusion Line), Almost Famous by Juliana Oei Sales Manager & Buyer Responsibilities:

Setting up and establishing new Store in Central London.

Responsible of all Retail strategies, store trainings, trunk shows, seasonal presentations.

Personnel activities such as: recruiting, payroll controlling and staff coordination.

Staff appraisals.

Implemented and streamlined new marketing activities for the Almost Famous launch at retail. (coordinated charity events to the launch, fashion shows and pr seasonal press day).

Seasonal Product Re-view of all the categories for all the above ranges.

Collection styling and merchandising throughout the flagship store and Key accounts.

Sales Follow-ups, Company Sales Results, Sales Estimates on collections after internal meetings.

PR activities, seasonal press release, coordinating with trade and national press.

Budgets per country, region, area.

Critically and professionally collect and observe market response to marketing activities. Achievements:

Created a strong marketing concept redesigning the full image of the company.

Increased company turnover from 250K to 2 million in 5 seasons.

Implemented and streamlined new marketing strategies for the Almost Famous re launch throughout the UK market. (Pure show London, Moda UK Birmingham).

Introduced AF to foreign countries such as Holland, Spain, Italy and France.

Improved quality of customer's database, and increased number of accounts by 30%.

- **Retail Operational Manager – Buyer**

Cerruti 1881 Ladies | Feb 2001 - Dec 2004

Responsible for the following retail operations:

HR Manager Responsibilities, responsible for 21 members of staff.

Buyer and Stock Merchandiser for all concessions within the UK. Monitoring and forecasting Sales Activities.

Setting up and establishing new Store in Store concepts such as concessions within department Stores e.g. Harrods, House of Fraser, Selfridges and Harvey Nichols.

Personnel activities such as: recruiting, payroll controlling and staff coordination. Marketing follow-ups

Activities and events on a yearly basis – per region/per sales manager.

National Campaigns 4-6 times a year. Reports

Season evaluation and reports.

Weekly pending issues.

Preparation of sales periods- including clients, previous year's result per sales manager/client/region budgets versus purchases.

Response to present activities.

Region and Sales Manager reports

Sales through statistics of major clients.

- **- National Key Account Manager**

Armani Collezioni Men'S & Ladies | Jan 2000 - Jan 2001

Responsibilities:

Responsible for the flowing Key Accounts: Harrods, Harvey Nichols, Selfridges and Brown Thomas.

Assessment of business needs in regard to: Payment Plans, SOR Deals, Risks, Priorities and Staff Contributions

Planning, budgeting and analysing potentials per account per season.

Implemented new marketing strategies to improve distribution and awareness of the brand across existing and potential customers.



- **Retail Manager**

CERRUTI 1881 | Jan 1995 - Jan 1998

Responsibilities:

Management of Cerruti 1881 Concessions within Harvey Nichols both Formal and Casual Wear.

Duties included: coordinating staff, ordering stock and controlling stock movements.

Customer Service responsibilities.

Implemented marketing strategies in order to increase brand awareness.