



# Luca Larenza

Fashion & Creative Consultant

Milan, Metropolitan City of Milan, Italy

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## Links

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## Languages

Spanish (Fluent)

English (Fluent)

Italian (Native)

## About

Born in Caserta, Luca Larenza is a globetrotter and experimentalist by vocation. After spending four years in Madrid and a long period in which he explores his passion for graffiti while traveling around Europe, in 2009 the designer chooses Milan- the international capital of prêt-à-porter - to carry out his professional project as a self-taught person.

From the very beginning, his fashion is characterized, by a personal vision of the Men's wardrobe key pieces. An uninhibited elegance that roots the designer in his Italian heritage enriched by the choice of excellent quality raw materials.

The designer expresses a successful aesthetic, confirmed by various collaborations with international luxury brands. A wearable collection that could be traced back to the use of color, which refers to his past as a street artist.

Luca Larenza's work is inspired by contemporary streetwear; the use of colors; the fabrics mix-and-match and the use of precious yarns have become the hallmark of his work

His outfits, and in particular knitwear and outerwear, best express Larenza's in-depth chromatic study, which offers a strongly contemporary wardrobe that apparently easily mixes innovation and tradition.

Press, buyers and final clients immediately decree the success of the new label which in 2011 was included among the finalists of the Who's on next? Uomo, the scouting project promoted by Altaroma and Vogue Italia. In 2015, Luca Larenza made its debut at the Milan Men's Fashion Week and in 2016, it was selected for the final of the prestigious International Woolmark Prize.

### BRANDS WORKED WITH

AMAZON BUYVIP

ANGELO FUSCO (Accessories)

"BE AROUND"

Drumohr

FINEST ARTS ACADEMY OF BRERA

Le Sirenuse

luca-larenza

Roberto Collina

VIPVENTA, S.L.

"YOON" (LOM FASHION SRL)

## Experience



### CREATIVE DIRECTOR & FOUNDER

luca-larenza | Dec 2010 - Now

Creative Direction: Leading the creative team giving guidelines and instructions about the whole collection creative process (moodboards, theme, fabric research, sketching and set up of the Collection Plan with technic charts ready for the sampling step) Planning of the Brand's communication strategy (Overseeing ADV; Editorials and Video Contents)

•Material Research and Product Development: Research of trends, yarns and fabrics at most renowned fashion fairs: Premiere Vision (Paris) Milano Unica (Milan) Pitti Filati (Florence). Follow up the collection since the first sample until definitive style. Responsible of all production. Sourcing of factories and new suppliers. Negotiation of prices, margins and delivery dates. Quality control.

•Brand Management Brand positioning; Coaching of sales team in showroom; Planning of fashion fairs (Pitti Uomo, Florence; Tranoi, Paris), events and press presentations.



### CREATIVE DIRECTOR AND FASHION CONSULTANT

Drumohr | Jul 2020 - Jul 2021

Creative Direction: Collection planning and design of the historical Scottish brand "DRUMOHR" Men's and Women FW 2021/22 - SS22 collections.

### FASHION CONSULTANT

"YOON" (LOM FASHION SRL) | Mar 2018 - Jul 2019

Creative Direction: Brand Identity development; collection planning and design of the Menswear label "YOON" for the SS19; FW19/20 and SS20 collections.

● **CREATIVE DIRECTOR AND FASHION CONSULTANT**

"BE AROUND" | Mar 2017 - Jun 2018

Creative Direction: Brand Identity development; collection planning and design of the new menswear luxury sportswear label "Be Around" for the SS18; FW18/19 and SS19 collections.



● **CREATIVE DIRECTOR AND PRODUCT MANAGER**

Le Sirenuse | Sep 2015 - Mar 2016

Creative Direction and Brand Identity development - Menswear capsule collection "Le Sirenuse" SS2016

•Material Research and Product Development: Sourcing of factories and new suppliers



● **CREATIVE DIRECTOR AND FASHION CONSULTANT**

Roberto Collina | May 2015 - Nov 2015

Creative Direction and coordination of the design and product team for the Women's Spring Summer 2016 capsule collection.

● **PROFESSOR**

FINEST ARTS ACADEMY OF BRERA | May 2013 - Jun 2013

Organization of workshop in "Vintage Menswear"

● **FASHION CONSULTANT**

ANGELO FUSCO (Accessories) | Jun 2011 - Jun 2013

Creative Direction

•Material research and product development - Sourcing of new suppliers

•Visual Merchandising and colour cards

● **BUYER**

VIPVENTA, S.L. | Jan 2009 - May 2010

Responsible of Italian market and qualified at relations with Italian fashion companies

•Sourcing of new fashion brands

•Negotiation of prices and margins

•Analysis of national and international competitors

● **INTERNSHIP SOURCING AND BUYING DEPT**

AMAZON BUYVIP | Jul 2008 - Dec 2008

Sourcing of new brands

•Negotiation of prices and margins

•Analysis of national and international competitors

## Education & Training

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2006 - 2007 ● **ISEM Fashion Business School - Madrid**

Master in Business & Administration, MBA

2002 - 2006 ● **SUN, SECONDA UNIVERSITA DEGLI STUDI DI NAPOLI**

Law Degree, Law and Economics