



Enrico Fila

Chief Brand | Merchandising |
Retail | Fashion | Interior Design
| Buying |

📍 Milan, Metropolitan City of Milan,
Italy

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Languages

English (Fluent)

Italian (Native)

About

PROFESSIONAL SUMMARY

Dedicated fashion and interior design merchandising professional with a history of achieving business objectives using consistent and organized practices.

Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand.

In my career I have had the honor and the strength to work alongside entrepreneurs and founders of made in Italy who have passed on to me the respect for people and collaborators.

I learned technically from those who were better than me and then transferred what I knew to others, because companies are based on organizations and not on individuals.

BRANDS WORKED WITH

Diesel

GranCasa

Lancini Verona

Natuzzi

Experience



● Chief Brand & Merchandising Officer

GranCasa | Jan 2022 - Jan 2023

The GRANCASA Group operates in northern Italy in the large-scale distribution sector (GDO) with a multi-specialist logic that offers a vast and diversified range of products for the home Furniture; Furnishing; housewares; Home Textiles; Lighting and Appliances/Electronics with 16 direct stores and over 500 employees, for an annual turnover of €110 million

Chief Brand & Merchandising Officer

- Management of the purchasing team consisting of 16 people divided into Category Specialists, Senior Buyers, Junior Buyers and Visual Merchandisers
- Construction of a new retail store concept for furnishings and the home with a repositioning in the medium segment, definition of an assortment grid and made in Italy suppliers in line with the industrial relaunch plan
- Development of the new Store Format in collaboration with the Big Red Rooster design studio (a JLL Company) based in Columbus, OH with a network present in over 80 countries. BRR has over 500 customers worldwide (collaborations with Adidas, American Express, Under Armor and Luxottica)
- Gradual increase in the product margin +7.5% in the first half thanks to a rationalization of purchases and a focus on suppliers and high-speed products such as small furniture, home accessories and appliances.

[Meno dettagli](#)



● Global Merchandising Director

Natuzzi | May 2016 - Nov 2021

Natuzzi is a Global Group, both from a production and commercial point of view, with production plants in Italy, China, Brazil and Romania and commercial branches in the main world markets. Thanks to cutting-edge design and Italian craftsmanship, Natuzzi is the most recognized furniture brand globally among consumers of luxury goods (Ipsos, 2015), with a network of around 1.140 single-brand stores

Global Merchandising Director

- Lead the global merchandising, product development, store sales, pricing and margin strategy for the three retail brands - NATUZZI ITALIA, NATUZZI EDITIONS and DIVANI&DIVANI
- Led all Natuzzi Italia merchandising to maximize global > €400 million

a year sofa business and 8% year-over-year growth, growing potential furniture and accessories categories doubling sales in the period to \$80 million

- Created a brand-new digital merchandising tool. Analysis of the performance of 200 stores and 4 production plants that improved the profitability of the collection by 25%
- Implemented a new Sofas / Dining area and Bedroom product line strategy that drove lifestyle growth and major country initiatives resulting in the highest product volume globally

Meno dettagli



● Brand Manager & Head of Global Buying Manager

Diesel | Jun 1998 - May 2016

Diesel has long been a leading denim pioneer founded by Renzo Rosso in 1978, in recent years Diesel has evolved into the world of premium casualwear, becoming a real alternative to the established luxury market. Diesel is a worldwide organization. It is present in more than 80 countries with 5.000 points of sale, of which more than 400 are owned

Brand Manager & Head of Global Buying Manager

- I developed my career within the Diesel group by entering the Retail sector with the role of Store Manager in the Verona store. In the early 2000s, thanks to the strong expansion of the new flagship stores, I was promoted to the position of Buying Manager for the Italian market
- In 2005, my professional career took me to the Diesel Headquarters, holding the position of Senior Product Manager in charge of the menswear area. After gaining the merchandising experience, I advanced to the role of Brand Manager with the responsibility of defining the brand strategy and the management of all the brand's men's clothing and accessories products
- From 2013 to 2016 I was responsible for re-establishing global Retail Buying aimed at restructuring and organizing Diesel's retail purchases by exercising the role of Head of Global Buying Manager and managing the assortments of 180 stores; 220 corners in Department stores and 55 points of sale Outlet

Meno dettagli

● Merchandise Planner

Lancini Verona | Sep 1991 - May 1998

The LANCINI Group has been operating on the clothing and accessories market in Verona for over 40 years. It is the licensee of many brands from Luxury to Casual-Wear with over 15 stores mainly in the city centre

Merchandiser & Planner

- Wholesale Business Developing purchasing, Allocation and Replenishment. Ensures best practices for assortment planning and makes recommendations to support allocation strategies
- Ensure that each customer receives outstanding service by providing a friendly environment. Maintaining solid product knowledge and all other aspects of customer service.

Meno dettagli