



Filippo Bernasconi

SVP Brand and Creative Direction Shoes and Accessories

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Languages

French (Fluent)

German (Fluent)

English (Fluent)

Italian (Native)

About

Highly accomplished professional with over 20 years of experience in the fashion industry in the areas of collection merchandising, design and buying. Recognized consistently for performance excellence and contributions to success with luxury and premium brands. Strengths in strategic brand positioning, creative direction and product development backed by strong knowledge of global markets and extensive experience in managing large teams.

BRANDS WORKED WITH

Bally

HUGO BOSS

Lorenzo Banfi (Lario 1898 spa)

Experience



● Senior Vice President Brand and Creative Management Shoes & Leather Accessories

HUGO BOSS | Sep 2016 - Apr 2022

- Creative direction for BOSS and HUGO S&A collections, fashion shows and capsule collections (man and woman shoes, large leather goods and belts)
- Direction of merchandising activities: collection frameworks and definition, worldwide pricing and brand positioning, competitors benchmark, definition of global retail core assortment and wholesale campaign support
- Coordination of product development activities
- Planning and implementation of product, marketing and distribution strategies
- Implementation of digital design, development and sales processes (3D and virtualization technologies).
- Creation and launch of fully sustainable collections
- Managed design and merchandising teams (30 employees)

Weniger anzeigen

● Creative and Merchandising Director

Lorenzo Banfi (Lario 1898 spa) | Dec 2015 - Aug 2016

- Global relaunch of historical Lorenzo Banfi shoe brand
- Direction of design and development of collections
- Merchandising plan and definition of collections
- Pricing and brand positioning
- Conception and implementation of product, marketing and distribution strategies



● Vice President, Global Merchandising and Buying

Bally | May 2012 - Dec 2015

- Responsible for all merchandising activities for all categories (men and woman's shoes, accessories and ready to wear)
- Planning and definition of collections
- Conception and implementation of product, marketing and distribution strategies
- Responsible for pricing and brand positioning
- Responsible for global retail buying activities (over 200 doors worldwide)
- Managed team of 15 employees (merchandisers and buyers)



● Senior Head of Brand and Creative Management Men's and Women's Shoes and Accessories

HUGO BOSS | Jul 2006 - Apr 2012

- Creative direction for men's and women's BOSS and HUGO Shoes and Accessories brands (footwear, leather goods, small leather goods, and belts)
- Overseeing all brand management activities: merchandising plan, sales analysis, trend analysis, pricing, benchmarking, product training
- Head of the creative and technical development team
- Development of commercial and marketing strategies
- Presentation of collections to buyers and sellers
- Sales support and management of key clients (Wholesale)
- Definition of the core assortment for all retail distribution (over 500 stores)
- Managing teams of designers, merchandisers, and product managers (25 collaborators)

Weniger anzeigen



● Product Manager Shoes and Accessories Men's

HUGO BOSS | Nov 2004 - Jun 2006

- Startup of the shoes and accessories business unit following the acquisition of previously licensed products
- Direction of design and technical development for men's collections of BOSS Black, Selection, Orange and Green label, and HUGO (footwear, leather goods, and belts)
- Presentation of collections to sales force and retail buyers
- Development of product training materials and organization of dedicated training sessions



● Divisional Merchandising Manager Men's Shoes

Bally | Sep 2000 - Sep 2004

- Planning and definition of men's shoes collections
- Collection development in cooperation with design and product development teams
- Managed retail buying activities in cooperation with regional buyers (Europe, Usa, Hong Kong, Japan, Australia)
- Definition of must buy selection
- Global sales and stock analysis
- Global pricing definition
- Market research and competitors analysis through market visits
- Collection presentations and technical trainings to regional buyers, retail operations, wholesale organization and key customers
- Sales support for global wholesale sales campaigns

Weniger anzeigen

Education & Training

1995 - 1999 ● Université de Lausanne

Graduate,