



Isabella Colombo

Global Product & Merchandise Director

Milano, Metropolitan City of Milan, Italy

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Languages

Spanish

French

German

English

Italian

About

With extensive experience in leading global footwear brands, I bring strong commercial awareness and a passion for fashion. Adept at managing teams and driving product success, I'm committed to delivering impactful retail experiences and fostering customer satisfaction.

BRANDS WORKED WITH

ALL ABOUT FASHION Agency

Bally Schuhfabriken

Bruno Bordese

LVMH - FENDI brand

Patent

RAPLH LAUREN

VF INTERNATIONAL, Timberland brand

WOLVERINE, Hush Puppies brand

Experience

● SENIOR DIRECTOR, GLOBAL PRODUCT FOOTWEAR

WOLVERINE, Hush Puppies brand | Jul 2022 - Mar 2023

- Managed the Design, Product Development and Product Management teams (total of 10 people, 8 based in US and 2 based in Asia) to bring to life two successful footwear collections, one American and one International, from design briefing to product presentations to the commercial teams worldwide, following and supporting the company brand strategies.

● DIRECTOR, GLOBAL PRODUCT WOMEN'S FOOTWEAR

VF INTERNATIONAL, Timberland brand | Oct 2018 - Jun 2021

- Promoted to Global Product Director to manage the new Global Product Hub in EMEA, reporting to VP Product in USA and managing a team of 4 Product Managers, with the goal to reset the Casual Product strategy for the Women's Footwear collection.
- Key interface between the Global Product team and the Global Commercial and Marketing enterprise, developing collections briefing strategies for execution by Design, Development, Merchandising and Sales.
- Created and communicated a vision for the category, analysing marketplace, consumer and price positioning needs.
- Built strong relationships throughout the organization to ensure success. Maximised cross-functional working relationships to ensure the most impactful and successful initiatives were well communicated.

● DIRECTOR, EMEA

VF INTERNATIONAL, Timberland brand | Feb 2010 - Apr 2013

● MANAGER, GLOBAL MERCHANDISING

Bally Schuhfabriken | Jan 2008 - Jan 2010

- Implemented product strategies for the collection working with all departments to successfully launch of lines.
- Developed the business through market best practises, competitors, price analysis and local needs in alliance with regional Sales team for both Wholesale and Retail channels.
- Enhanced category profitability by aligning merchandising plans with Supply and Finance strategies.

● MANAGER

RAPLH LAUREN | Aug 2007 - Dec 2007

● MANAGER

LVMH - FENDI brand | Jan 2005 - Jul 2007

● MANAGER, GLOBAL

Bruno Bordese | Apr 2003 - Dec 2004



● **OWNER and DIRECTOR BUSINESS DEVELOPMENT**

ALL ABOUT FASHION Agency | Jan 2001 - Mar 2003

- Implemented channel selection, marketing and sales development for European brands in South Africa.
- Managed relationships between the European fashion companies and the local clients.
- Coordinated marketing, PR initiatives and fashion shows participation in Cape Town.

● **Research Manager**

Patent | Jan 1990 - Jan 2000