



Giulio Bertocci

Experienced Wholesale Manager | Seeking Head of Sales and Wholesale Director Roles

London, UK

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Languages

English

French

Italian

About

My commitment to fashion drove me to move to London, collaborating with different companies since my arrival; I have established a strong international network of clients, collaborators, and strategic partners.

Graduated in business at the University of Florence with experiences that have included among others independent boutiques, department stores, and online including Bergdorf Goodman, 10 Corso Como, Browns, and Yoox/Net-a-Porter.

BRANDS WORKED WITH

- BERTOCCI
- Different Companies
- DVF - Diane von Furstenberg
- Frescobol Carioca
- Galet
- Louis Leeman
- Mary Katrantzou
- PLM Business Advice
- SIX London
- Various Companies
- Vassi 8

Experience



Wholesale Manager (Head of Europe)

Frescobol Carioca | Nov 2017 - Oct 2020



Senior Sales

SIX London | Jan 2017 - Nov 2017

Design and Product Development Consultant

Vassi 8 | Oct 2016 - Dec 2016

Women's Luxury Bags Designer and Project Manager

PLM Business Advice | Apr 2016 - Sep 2016



Showroom Sales Assistant

DVF - Diane von Furstenberg | Jan 2016 - Jan 2016



Showroom Sales Assistant

Mary Katrantzou | Jan 2016 - Jan 2016

Consultant

Galet | Mar 2015 - Mar 2015

Director

BERTOCCI | Sep 2013 - Dec 2015

Own Women's Footwear Project

o The project was selected at prestigious Paris trade shows, Premiere Classe and Tranoi, receiving positive feedback and encouraging comments from selected

stores and notable press entities. Notable mentions included Luisa Via Roma, Antonia, Brown's, Net-A-Porter, Galeries Lafayette, Colette, Barney's, Vogue Italia, Vanity Fair, and more.

Freelance Fashion Assistant

Various Companies | Dec 2011 - Aug 2013

Collaborations have included:

o THECLOTHESWHISPER.CO.UK - UK Fashion Blogger Stylist and Project Assistant. LONDON / NY Sep 2012 - Feb 2013

o TWELV MAGAZINE - Editorial and Editor in Chief Assistant. NEW YORK June - September 2012

- o L'OFFICIEL ITALIA – Stylist for “Blogger Landing” Editorial. Debut Issue. MILAN September 2012
- o ROLLING STONE ITALIA – Stylist assistant for Ivan Olita. MILAN July 2012
- o B. AKERLUND – Stylist Assistant for “Turn Up the Radio”, Madonna music video. FLORENCE June 2012
- o VANITY FAIR ITALIA – Ivan Olita Production / Stylist Assistant. PARIS February 2012
- o SISSY VIAN – Vogue Japan Senior Editor Assistant. PARIS October – December 2010



- **Director - Business Partner**

Louis Leeman | Dec 2010 - Nov 2011

- **Wholesale Specialist and Different Industry Experience**

Different Companies | Nov 2020 - Now

Wholesale Freelance Consultant. LONDON November 2020 – Present

In response to the global pandemic's impact on the job market, I proactively diversified my expertise by engaging in freelance consulting projects. My work primarily involves creating compelling sales strategies for global wholesale markets, covering the UK, EMEA, US, Middle East, and APAC regions. Leveraging my background in distribution, international sales, and business development, I produce tailored distribution strategies that align with the unique needs of each client. Here are some key accomplishments from my recent work:

- o Developed and executed distribution strategies to meet brand goals.
- o Generated persuasive sales pitches for both general and dedicated markets.
- o Conducted comprehensive reviews of key accounts, including Department Stores, Independent Boutiques, and Online stores, to strengthen existing relationships and drive growth.

Sales and Customer Service Roles. LONDON November 2020 – Present

During the same period, I pursued opportunities in various industries, taking on junior roles to expand my knowledge and skills. I gained valuable experience in sales, customer service, and administration in the following positions:

- o TILES ETC. – Showroom Sales and Admin. September 2022 – September 2023
- o COLORFUL STANDARD – Part-time Shop Assistant. November 2022 – September 2023
- o FRED PERRY (via FASHION PERSONNEL) – Direct Shipments and Customer Service Advisor. July 2021 – August 2022
- o BOROUGH KITCHEN – Part-time Senior Shop Assistant. July 2021 – August 2022
- o REVOLUTION BEAUTY (via FASHION PERSONNEL) – Customer Service Representative January – June 2021
- o BURBERRY (via FASHION PERSONNEL) – Shop Assistant. November – December 2020

Education & Training

2006 - 2010 ● **Università degli Studi di Firenze**

Bachelor of Business Administration - BBA, Business Administration and Management, General