



# Luca Berga

Omnichannel | Merchandising  
| Product Development

📍 Milan, Metropolitan City of Milan,  
Italy

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## Links

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## Languages

Italian (Native)

English (Fluent)

## About

Experienced retail professional with expertise in omnichannel strategy, merchandising, and product development. Proven track record coordinating teams, managing pricing strategies, and driving ecommerce performance. Fluent in English and Italian, adaptable to dynamic retail environments.

### BRANDS WORKED WITH

Slowear

Loro Piana

Volendo SpA

## Experience



### ● Omnichannel Director

Slowear | Mar 2012 - Jul 2024

With reference to Slowear men's and ladies' brands, Incotex (trousers), Zanone (knitwear), Montedoro (outwear), Glanshirt (shirts), responsible for:

- developing the new omnichannel company strategy through new process and organization design linking ecommerce / retail/ collection development and supply chain.
- defining collection briefing and merchandising grids for the four corporate brands (both men's and ladies' collections): collection structure and size, price range, seasonal market needs, specific country requests
- coordinating merchandising team (2 people): market analysis, collection briefing and merchandising grid development; product training to wholesale sales team and retail store managers; support to national and international sales teams during selling campaigns for additional product requests; collecting and finalizing wholesale market feedback at the end of the seasonal selling campaign
- worldwide pricing (both wholesale and retail) and mark-up strategy for the overall Slowear offering
- developing retail and ecommerce product strategy in terms of merchandising, seasonal master order and specific product development projects
- Coordinating wholesale customer service team: 4 people + 1 customer service manager
- eCommerce: responsible for the ecommerce performances, coordinating eCommerce manager activities



### ● Responsible for Knitwear Division (Zanone brand)

Slowear | Sep 2007 - Mar 2012

In Zanone, knitwear company based in Vercelli belonging to the Slowear group, 27 employees with internal fully fashion knit production facilities, responsible for:

- divisional P&L
- product development and designers coordination: defining seasonal briefing both for men's and ladies' knitwear collections in terms of offering structure and price positioning, setting timing and budget goals
- pricing and mark-up strategy: setting wholesale and retail prices for four main markets (Italy, Europe, USA, Japan) subject to mark-up constraints, negotiating with area managers
- supply chain operations: purchasing, make/buy analysis, sourcing- (Italy, Portugal, Peru, China), production planning, shipping



### ● Marketing Manager

Loro Piana | Oct 2003 - Sep 2007

Responsible for:

- coordinating Loro Piana accessories division (soft accessories, small leather goods, bags, gloves, belts, shoes)
- defining and finalizing seasonal collection briefing for Loro Piana accessories designers and product managers
- accessories pricing policy: benchmarking, margin analysis, price level negotiation in four geographic areas – Europe, USA, Korea, Japan

- finalizing buying activities together with area managers and buyers for Loro Piana retail channel: open to buy definition, master order, final approval for buying selection
- assisting key wholesale customers during buying activities
- evaluating day-to-day special product requests from Loro Piana stores and major wholesale customers, together with product managers, designers and production function
- coordinating Made to Measure Home and Corporate Gift services

## ● **Business Development Manager**

Volendo SpA | Jan 2000 - Dec 2001

Responsible for:

- conception and development of vertical shops within Volendo's Web site ([www.volendo.com](http://www.volendo.com)): Pharmacy, Flowers and Plants, Wine shop
- definition and negotiation of the agreements with vertical shop suppliers
- Product manager for Volendo's vertical shops
- development of procedures for an on line and off line payment system, in team with Finance and IT professionals

## **Education & Training**

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2001 - 2002

### ● **SDA Bocconi**

MBA,

1992 - 1996

### ● **Università Bocconi**

Economics,