



# Fernanda Pigatto

An accomplished marketing professional with a demonstrated track record in the Fashion and Cosmetics industries.

📍 São Paulo, State of São Paulo, Brazil

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## Languages

Portuguese

English

Spanish

Italian

## About

Fernanda Pigatto is an experienced professional currently serving as the Global Partnerships Director at BEAUTYSTREAMS. In her role, she leads the establishment and nurturing of strategic alliances and collaborations with key organizations worldwide. Fernanda works closely with regional teams, overseeing both strategic and operational aspects. With over 17 years of experience as a correspondent and editor for international digital media, Fernanda brings a wealth of industry knowledge to her position. She previously held the esteemed position of Latin America Trend Director at Stylesight, further enhancing her expertise in trend analysis and forecasting. Combining her extensive background and Master's Degree in Marketing, Fernanda effectively oversees and drives international projects while forging strong partnerships with renowned trade shows, beauty associations, and global consumer and trade press entities. She has successfully directed co-marketing initiatives with Cosmoprof Bologna, North America, India, and Asia for more than 5 years, leading to the inception of iconic projects. Apart from her role at BEAUTYSTREAMS, Fernanda has dedicated her time to working with the non-profit Openstreams Foundation for the past 3 years. She actively supports the global launch of the essential Stop Age Anxiety movement, promoting its significance worldwide. Fernanda is an accomplished marketing professional with a demonstrated track record in the Fashion and Cosmetics industries. Her diverse skill set includes collaborations, market research, business relationship management, marketing strategy, trend analysis, project management, and expertise in the apparel, beauty, PR, and social media sectors. Her entrepreneurial spirit and passion drive her work. As a globetrotter, Fernanda thrives in international environments and embraces cross-cultural experiences. She frequently shares her insights and knowledge as a lecturer at trade events worldwide. Fluent in Portuguese, English, and Italian, with conversational Spanish.

### BRANDS WORKED WITH

BEAUTYSTREAMS

FERNANDA PIGATTO

La Estampa

MIROGLIO TEXTILE

Stylesight

UseFashion

## Experience

### ● Marketing Consultant, Public Relations, Sourcing and Business Development

FERNANDA PIGATTO | Jan 2011 - Jan 2015

Explored the potential of the Brazilian fashion market through specific research to find solutions, partners, and locations for international companies. Built market and media relations through network and strategic channels. Developed business for the Textile Industries between Italy, Asia, and Brazil. Clients: Miroglío Group, Fratelli Morelli, Guarisco, DNA1964.



### ● Relationship Manager

La Estampa | Jan 2010 - Jan 2011

Managed day-to-day activities with PR, press, and communications agencies for 3 different brands. Developed and executed co-branding projects and special events. Developed brand image and positioning for two start-up brands. Managed blog and social media content. Developed international and national network for new business and project development.

### ● Marketing Consultant

MIROGLIO TEXTILE | Jan 2010 - Jan 2010

mirogliotextile.com

Coordinated all communications activities for the launch of Miroglío Textile operations in Brazil.

Developed long-term strategic brand and marketing plans. Built market and media relations. Acted as spokesperson for media inquiries.

- **Trend Director**

Stylesight | Jan 2009 - Jan 2010

stylesight.com

Lead trend, content, and marketing for Latin America. Acted as spokesperson for media inquiries. Managed day-to-day activities with PR, press, and communications agencies. Prepared and presented trend presentations to the Latin American market. Conducted runway analysis for women and men's markets. Reported all activities through SalesForce CRM software.

- **Prints&Graphics Editor**

Stylesight | Jan 2008 - Jan 2009

stylesight.com

Developed the Prints&Graphics department, overseeing designers from around the world. Created prints and graphics reports for all genders. Conducted patterns, prints, and graphics runway analysis. Covered and researched trends and novelties at international trade shows.



- **International Correspondent**

UseFashion | Jan 2005 - Jan 2008

Conducted research and reports on the European fashion cycle. Attended international trade shows and reported on trends and novelties. Provided photographic reports on the latest trends in store windows and street fashion. Produced seasonal photographic reports on the latest trends in store windows and street fashion in Paris, London, and New York.



- **Global Partnerships Director**

BEAUTYSTREAMS | Jan 2016 - Now

As Global Partnerships Director, Fernanda leads BEAUTYSTREAMS' partnerships and collaborations with key organizations around the world, working closely with regional teams on both strategic and operational levels. Fernanda has over 17 years of experience as a correspondent and editor for international digital media and was previously the Latin America Trend Director at Stylesight. Fernanda's diverse background, and a Master's Degree in Marketing allow her to lead international projects and build strong collaborations with leading trade shows, beauty associations, and global consumer and trade press worldwide. Fernanda has been directing co-marketing initiatives with Cosmoprof Bologna, North America, and Asia for more than 5 years, initiating iconic industry projects. For the past 2 years, she has been working with the non-profit Openstreams Foundation, helping to promote the vital Stop Age Anxiety movement, just launched worldwide.

## Education & Training

- **Accademia di Comunicazione**

Master of Mass Communication,

- **Berlitz**

English Course,

- **Dante Alighieri**

Italian Course,

- **PUC – PONTIFÍCIA UNIVERSIDADE CATÓLICA.**

Science of Tourism,