



# Fabio Panzeri

Designer | Creative Director  
| Footwear, Leather Goods &  
Luxury Goods Expert | Craft-  
ing Iconic Brand Narratives  
Through Ingenious Design

📍 Vacallo, Switzerland

[Portfolio link](#)

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## Links

[Website](#) [LinkedIn](#)

[Instagram](#) [YouTube](#)

## Languages

English (Fluent)

## About

Visionary Creative Director and Designer

As a seasoned Creative Director and Designer with extensive experience in the luxury fashion accessories realm, I bring a unique fusion of creativity, strategic thinking, and industry expertise to every endeavour.

My leadership on high-end projects has consistently delivered innovative designs that resonate with target audiences and propel brand success to new heights. With an innate creative talent and profound knowledge of luxury footwear and leather goods, I craft cohesive aesthetic visions that elevate brand identity. I excel at identifying emerging trends translating them into iconic concepts, ensuring brands stay ahead of the curve and captivate their audiences.

My decisive leadership is evidenced by a proven track record of visionary design solutions and the ability to lead multicultural teams to exceptional performance. My strategic vision has successfully elevated brands across Europe, America, and the Asia Pacific, transforming bold aesthetic decisions into cornerstone design concepts for successful advertising campaigns and collections that leave a lasting impression.

### Collaborative Approach for Exceptional Results.

Beyond design, I am a firm believer in the power of collaboration. By fostering diverse, high-performing teams and promoting a culture of shared achievement, I empower teams to deliver outstanding results that drive significant brand growth and leave a lasting legacy.

Partnering with me means leveraging a deep well of experience, a strategic mindset, and a creative vision that consistently delivers exceptional results. I am committed to continuously moving forward, proposing my collaboration to every company, and contributing my skills and expertise to drive their success in the ever-evolving world of luxury fashion.

### BRANDS WORKED WITH

- Braun Büffel
- calvinklein
- Dolce & Gabbana S.R.L.
- Etro
- FABIOPANZERI
- HELMUT LANG
- Phygital-Nomads
- PradaGroup
- Revolver Requeen Venexia
- Trussardi

## Experience

### ● Chief Creative Officer

Phygital-Nomads | Jan 2023 - Now

As Chief Creative Officer, rapidly positioned the agency as a premier choice for niche brands and startups by crafting unconventional yet successful strategic visions with deep Cultural Insight. Leading multicultural teams of freelance specialists to develop impactful brand strategies and narratives, opening positive Client Relationship, He drives engagement across diverse markets and delivers exceptional creative results.



### ● Creative and Design Director.

Revolver Requeen Venexia | May 2019 - Jan 2023

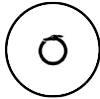
He transformed a nascent concept into a compelling brand narrative, positioning Revolver Requeen as a groundbreaking case study in gender fluidity and securing its place as an exclusive brand. Pioneered distinctive private shopping experiences, seamlessly blending physical and virtual showroom aesthetics to heighten the brand's unique identity and establish its distinguished status



## ● Creative and Design Director APAC-Australia

Braun Büffel | Jun 2017 - Dec 2023

Led a team of over 15 people with strong team leadership to revitalize the brand design and aesthetic, achieving 40% revenue growth in five years, exceeding targets by 15%. He implemented an online shopping experience with strategic vision and innovation saving 68% of revenue during the COVID-19 pandemic. Created high-profile collaborations with industry leaders, increasing brand visibility by 30% and average innovatively revitalized watch and eyewear projects, enhancing communication aesthetics and driving customer engagement. Developed and launched high-impact advertising campaigns, increasing constantly brand awareness and business value. Spearheaded flagship boutique vision, amplifying brand recognition through immersive shop experiences.



## ● Creative and design consultant man and woman footwear main collection, runaway footwear collection.

Trussardi | Jun 2017 - Aug 2019

Achieved constant and high sales growth for the runway and limited-edition collections. Elevated brand image through innovative image campaign projects.



## ● Head of Design

calvinklein | Feb 2009 - Oct 2016

He spearheaded the transformation of the Calvin Klein Man's Accessories Collection, achieving significant seasonal revenue growth. He reimagined the Calvin Klein Jeans Accessories Collection for the Asian market, fostering strong regional sales.



## ● Head of Design

calvinklein | Feb 2009 - Oct 2016

Head of Design  
CALVIN KLEIN JEANS  
Man Leather goods and accessories Designer director  
I have collaborated in the creation of iconic collections with significant commercial value, leaving a lasting creative legacy.  
I have transformed and elevated basic collections to economic success through a bold vision in design.  
I have driven innovation and creativity in leather goods and accessories, contributing to introducing innovative strategic visions. Demonstrating my experience as a design architect, developing collections of lasting value that delivered significant business value impact.

## ● Founder

FABIOPANZERI | Jan 2007 - Now

Multidisciplinary Creative Collaborations  
Conceptualised and executed groundbreaking design initiatives for niche and independent brands, consistently delivering double-digit brand value growth.  
Masterminded the 2017 PIRELLI P-ZERO project, catapulting brand awareness by 30%.  
Collaborated on a startup collection with Chiara Ferragni, achieving a remarkable 100% sell-out rate during the launch season.  
Served as Creative Advisor for REPLAY (2016-18), spearheading a 20% growth in global brand value.  
Received recognition for contributions to the design and aesthetics of niche perfumes and alternative packaging.  
Conceptualised and launched DEORUM AETHERNA, a sophisticated furnishing objects collection seamlessly blending industrial materials with exclusive handcrafted scented candles, Establishing a niche brand renowned for its distinctive aesthetic and unique pieces.



- **Head of Design - Man leather goods, Sneakers/footwear collections.**

Dolce & Gabbana S.R.L. | Feb 2002 - Mar 2009

Drove seven consecutive years of 20%+ annual revenue growth. He designed iconic Leather Goods and Belt collections, elevating brand image and prestige. Leading the creation of the "ITALIA" Luxury Sneaker collection, achieving 15% average seasonal growth.



- **Head of Design - Leather goods design consultant.**

Etro | Jan 2001 - Feb 2002

Reorganized and redefined brand aesthetics, designed iconic monogram collection mixing historical fabrics design with modern leather goods shape.



- **Designer - Man and Woman Leather goods and accessories collections.**

HELMUT LANG | Sep 1997 - Aug 2002

Designed avant-garde leather goods and accessories, leading to the creation of brand icons that are still highly coveted today. Innovatively crafted designs contributed to a solid increase in establishing the brand as a leader in avant-garde fashion.



- **Designer - Man and Woman Leather goods and accessories collections.**

PradaGroup | Jun 1997 - Aug 2002

Designer  
Man and Woman Leather goods, small leather goods, belts.  
Accessories designer collections.

## Education & Training

- 2024 - 2024 ● **Project Management Institute (PMI)**  
Certification Sustainability Strategies, Sustainability Strategies
- 2023 - 2023 ● **Harvard Business School online**  
Certification Business Strategy, Business Strategy
- 2023 - 2024 ● **API Learning**  
Certification Digital Leadership, Digital Leadership
- 2022 - 2023 ● **Project Management Institute (PMI)**  
Certification Leading with Vision, Design
- 2022 - 2023 ● **National Association of State Boards of Accountancy (NASBA)**  
Certification insights of decision-making, Management
- 2022 - 2023 ● **Project Management Institute (PMI)**  
Certification The neuroscience of strategy and leadership, Business managing
- 2022 - 2022 ● **LinkedIn Learning Certificate of Completion**  
Certification Managing self-motivation, Managing
- 1990 - 1993 ● **Istituto Moda e Abbigliamento Marangoni**  
Degree, Art and Design

