



Luca Costa

Store Manager

Nice, France

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Languages

English (Fluent)

French (Fluent)

Italian (Native)

About

BRANDS WORKED WITH

Alviero Martini S.p.A.

Atesia S.p.A.

Italia

Versace

Wall Street Institute Silvan Learning System SRL

giorgio armani

Experience



● Directeur de Boutique Monaco Monte-Carlo

Versace | May 2021 - Apr 2023



● Store Manager Venice

Versace | Mar 2020 - Apr 2021



● Store Manager Saint-Tropez

Versace | Feb 2019 - Mar 2020



● Store Back Office Manager Rome

Versace | Mar 2008 - Mar 2020

- Cash management, cash support and training procedures to new worldwide Boutiques openings,
- Front/Back Office,
- Customer care,
- Management of refunds, orders, shipments and tailoring changes.
- Store management: opening and closing the Store, audit, control and monitoring of accounts,
- Operate the store through superior customer service, sales management, professional selling,
- Manage the business on a day-to-day basis to increase sales and improve results through creative and effective use of all resources,
- Assist to hire, evaluate, train, position and discipline the staff in a consistent manner with policies to reflect business strategy,
- Review merchandise assortment,
- Plan and take necessary steps to optimize stock level and stock mix to reflect sales, buying trends and customer demands,
- Implement and follow proper visual presentation guidelines to project the brand image and benefit sales through presentation,
- Take necessary actions to effectively control costs and ensure efficient operation in Store,
- Inform Head of Retail Operations of decisions and procedures relating to business issue made at the Store level,
- KPIs daily/weekly/monthly reports

● Venditore

Alviero Martini S.p.A. | Nov 2006 - Feb 2008

- Provide exceptional standards of customer service surpassing customer expectations at every opportunity by following the Selling Ceremony,
- Develop a detailed knowledge of the product including construction, materials, care and design in order to provide exceptional and knowledgeable customer service,
- Build, develop and maintain clients database ensuring repeat visits and customer loyalty,
- Solve customer complaints promptly and successfully by investigating problems, developing solutions and making appropriate recommendations to the store management,
- Play an active role in replenishing stock according to company procedures and policies,
- Maintain effective stock controls to ensure continued stock supply and ensure stock record accuracy,
- Participate and support the team in stock takes as and when required,

- Attend and participate in all store meetings and training events as required ensuring good communication is maintained,
- Contribute ideas and suggestions to the team in order to achieve improvements in all aspects of the boutique performances,
- Actively implement and follow required procedures, standards and policies as outlined in Retail Excellence and as communicated by the Company,
- Support the Store Manager and Assistant Manager in back office and administrative operations as requested.

- **Operatore e Consulente customer care sulla commessa I.N.P.D.A.P**

Atesia S.p.A. | Apr 2006 - Sep 2006

Assistance and problems resolution to I.N.P.D.A.P. employees.

- **Assistente sartoria Costume Fashion Home&Cosmetics**

Italia | Jan 2005 - Jan 2006

- Produce high quality digital designs as required for new product development,
- Drive the business towards design excellence,
- Attend design shows, trade shows, customer visits, and commercial interiors visits, interpreting visits and providing feedback to business ,
- Identify market segment trends and interpret these trends into tangible product attributes , Identify color, texture, format and visual trends for segments, interprets these trends into tangible product attributes ,
- Create creative and impactful concept boards ,
- Create new products and assist manufacturing in the specification and manufacturing of these products based on customer needs (Costumes, Fashion, Home Collections).

- **Collaboratore e Coordinatore**

Wall Street Institute Silvan Learning System SRL | Feb 2003 - Jun 2003

- Contact new and existing customers via telephone and generate immediate and long term sales in line with expected deadlines and growth targets,
- Execute customer conversion campaigns to retain existing customers and increase revenue,
- Market products and services to existing customers to generate sales growth and active customer base,
- Executive successful marketing campaigns to retain existing customers and reactivate and grow customer base,
- Accountable for daily uploading into CRM system of all activity and information in relation to any campaign.

- **Store Manager**

giorgio armani | Jan 2024 - Now

Education & Training

2003 - 2007

- **Sapienza Università di Roma**

Laurea in Lingue e Culture del Mondo Moderno,

1997 - 2002

- **Istituto Magistrale P.E. Imbriani di Avellino**

Diploma di maturità linguistica,