



# Stefano Acquati

Milano, MI, Italia

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## Languages

- Italian (Native)
- English (Fluent)

## About

### BRANDS WORKED WITH

- Collezioni Boutique Milano
- FAUSTO SANTINI
- GAMA SPA
- GIANNI VERSACE
- Giorgio Armani Boutique Milano
- GIORGIO ARMANI-EMPORIO ARMANI
- GIORGIO ARMANI SPA
- LVMH
- MILAN SCHON
- SPACCIO IN

## Experience

### ● Store Manager

Collezioni Boutique Milano | Feb 2004 - Feb 2020

Key responsibilities: purchase development, buyer, visual merchandise, human resources management, administration.



### ● Visual Cordinator Franchising and Wholesale

LVMH | Oct 2013 - Jan 2020

Responsible for the area East Europe and Middle East

- In collaboration with the Trade Marketing Planner, responsible for selecting the global campaign POSM to be ordered for the market for every campaign.
- For every campaign and with the support of the VM Assistant, responsible for the definition of the local VM guidelines, including product set-up preparation and shooting (coordinating the external supplier involved) and the definition of the guidelines document in collaboration with the Graphic Designer.
- Responsible for the know-how and cascading of all the new global VM concepts to be tested in the market. Responsible for driving the tests, always aligning with sales dept.
- Responsible for sharing VM related contents in the weekly sales newsletter.
- Collaborate with sales dept (training team) in order to create the VM contents for the VM training modules, to be delivered either through direct involvement in induction programs.
- Be the sales dept point of contact to identify specific VM training needs for activities/training programs.

### ● woman – Product and Visual Merchandising Manager

GIORGIO ARMANI SPA | Feb 2004 - Sep 2013

Armani Collezioni, man and woman – Product and Visual Merchandising Manager

- Sales Product Training and Visual Merchandise and start-up opening for Far –East markets: Japan, Taiwan, China, South Korea, Hong Kong, Singapore, Indonesia, New Zealand, Australian, Venezuela and Mexico.
- In order to improve: to know the collection, to improve the ability of sale, to strengthen the images of products, to increase the volume of sale, new store opening "live modeling, fashion stylist, model casting and catering choose".

### ● Store Manager

Giorgio Armani Boutique Milano | Jan 1998 - Jan 2002

Key responsibilities: purchase development, buyer, visual merchandise, human resources management, administration

### ● Manager

GIANNI VERSACE | Feb 1996 - Jan 1998

Istante Boutique, men and women's Department Manager

### ● Store Supervisor

SPACCIO IN | Jul 1992 - Feb 1996

Management of three shops of man apparel

•Buyer, human resources management, administration and visual merchandise

- **Sales office employee**

GAMA SPA | Jul 1991 - Jul 1992

Product quality control, supervision of the budget for the customers' orders. Preparation of the set of samples.

•Operative involvement into sector exhibitions ("Pitti - Firenze" and "Idea Biella-Como")

- **Salesman, in charge of sportswear buying and selling**

GIORGIO ARMANI-EMPORIO ARMANI | May 1989 - Jul 1991

- **Salesman and Assistant for MTM in the store**

MILAN SCHON | Oct 1987 - May 1989

- **Salesman and visual merchandiser**

FAUSTO SANTINI | Jun 1984 - May 1989