



# Silvia Fabbri

Communication Manager

London, UK

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## Languages

French (Fluent)

English (Work Proficiency)

Italian (Native)

## About

Experienced Marketing & Retail professional in the fashion & luxury industry across international markets. Extensive knowledge in Retail marketing, strategic planning, brand license management, visual merchandising, creative development. Have worked for the worldwide leader company of the eyewear business covering different marketing and Retail marketing roles.

Strong project management skills and ability to manage complexity in dynamic and fast-paced organisations. Problem solving attitude, team player, passionate, reliable and hard working person

### BRANDS WORKED WITH

EssilorLuxottica

KLM

LUXOTTICA SpA

LUXOTTICA UK LIMITED

## Experience



### ● Marketing Retail Manager

EssilorLuxottica | Oct 2019 - Dec 2023

ophthalmic lenses, frames and sunglasses

Retail In- Store Communication Manager Report to the Marketing Retail Director, 1 FTE report

Lead the in store experience strategy for the optical banner LensCrafters, North America, 1000 stores, \$1.4 billion turnover

- Responsible for leading the creative development of campaigns and in store materials to support new product launches of portfolio
- Deliver premium windows and in-store executions across key and high-end locations for the Luxury Portfolio Brands: Giorgio Armani, Chanel, Tiffany, Polo, Dolce & Gabbana, Burberry, Prada, Versace, (40 campaigns in 1 year, manage \$1.5 mio budget)
- LensCrafters tov campaigns for the fleet (1000 stores)
- Develop the visual merchandising guidelines of the stores ensuring that visual execution and assets support the communication in store

### ● Wholesale In-store communication Manager

LUXOTTICA SpA | May 2016 - Oct 2019

- Lead brand visual strategy of the premium and fast fashion portfolio
- Develop POP materials for the independent opticians points of sale

### ● Sunglass

LUXOTTICA SpA | May 2010 - Jun 2015

Report to the In store experience Director – 3 FTE reports

- Responsible of the implementation of the global VM strategy in new markets.
- Lead the campaigns implementation at global level for all Sunglass hut regions (10 regions across international markets)

### ● LUXOTTICA SpA | Jun 2005 - May 2010

Recovered first junior and then senior license brand manager positions for the luxury portfolio (Versace, Bulgari)

### ● LUXOTTICA UK LIMITED | Jul 2002 - May 2005

Support to sale force for back office activities

### ● Customer Care representative

KLM | Aug 2000 - May 2002

## Education & Training

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1995 - 2000 ● - Università di Perugia  
Foreign Languages Graduation,,