

Personal Profile

Experienced professional in Fashion and Luxury Goods. With responsibility for brands growth, running through international and dynamic contexts of the eyewear and ready-to-wear business. Solid expertise in coordinating resources in critical and multicultural scenarios. Strong commitment and reliability to reach the corporate goals.

Education

- 2019 SDA BOCCONI, Milan, Italy
Executive Master of Business Administration
- 2003-2005 CA' FOSCARI, Venice, Italy
MA in Marketing and Communication (110/110),
ESCP-EAP, Paris, France
International Double Diploma, MA in General Business, Marketing Track
- 2011 SOLE 24 ORE, Milan, Italy
MA in "Luxury goods: Markt, Communication & Sales"
- 2000-2003 CA' FOSCARI, Venice, Italy
BBA (101/110)

Professional Experience

- 2015- STAFF INTERNATIONAL (Fashion and Advanced Contemporary RTW - OTB Group, €1.58BIL - 2016)
Dsquared2 Brand Sales Coordinator - Milan, Italy
- Leading and accurately training seasonal team of 15 sales assistants to ensure highest standards in RTW male and female collections presentation (achieved +10% on revenues vs 2016);
 - Creating the Master Order model to deliver growth in the WW wholesale and franchise channel;
 - Managing systematic analysis of retail business performance (~ 15 DOS WW, 40% of whole D2 revenues);
 - Complete fashion show organization for the RTW WW buyers (Europe, Americas, APAC and Japan).
- 2011-2015 Dsquared2 RTW Merchandiser - Noventa Vicentina, Vicenza, Italy
- Performed and constantly monitored Male & Female RTW collections' merchandising plan in two seasons/4 releases per year life span;
 - Built accurate P&L outline for above seasonal collections: conducted in depth analysis of target costs and pricing, contributed to overall marginality by +10%;
 - Executed WW collections' sales follow-up and sell-in analysis for Europe, Asia and US to improve brand awareness;
 - Generated and execute fabrics' purchasing projection for production planning (equivalent to a 60% of sales forecast)
- 2006-2011 SAFILO SPA (Fashion and Luxury Eyewear - €1.1BIL - 2010), Padova, Italy
Ysl, Bottega Veneta, Balenciaga International Brand Manager
- Developed and performed WW marketing plans by coordinating 3 geographical Business Units of Europe, FE and US;
 - Forecasted, led and quarterly monitored WW and regional marketing budget (ATL & BTL);
 - Led 5 WW major subs for brand image improvement of in store projects by VM activities, events & pr, catalogues, packaging;
 - Defined pricing's collections, contributed to constant improvement in profitability;
 - Trained periodically the WW 50 people sales force to increase attention from Export dealers and Key Accounts;
 - Managed local teams for the WW Balenciaga launch (2007): target sales were exceeded by 20%;
 - Engaged in contractual renewals for BV (2008) and YSL (2010).

Languages

Italian: Native, English: Fluent, French: Intermediate

Additional Information

- Passion for ballets, yoga, cross fit and trips
- Past volunteering in Rovigo prison (2005 - 2011)



Personal Data

Date of Birth: 17-01-1982

Permanent Address

VIA Privata G. Chizzolini 2,
20154 Milano, IT
Tel.: T 3397814178

Present Address

Via Privata G. Chizzolini 2,
20154 Milano, IT

School E-mail

micaela.interlandi@embawe.sdabocconi.it

Personal E-mail

micaela.interlandi@gmail.com