

# Pier Federico Cucchi

Born in Italy to creative, intellectual parents, I was encouraged to work and express my creativity in fashion from a very young age by spending many afternoons after school styling the mannequins in my mother's multibrand store; the store was called Front Row and it was based in Bergamo, a prominent, historically rich, important and industrial city whose metropolitan area is itself part of the broader Milan metropolitan area.

Retail was my education, a constant laboratory that never stops; a first job that allowed me to see many things that I don't think most people would.

Before working at Front Row I cut my teeth at Trussardi, in Bergamo, and I was lucky enough to meet Nicola Trussardi, one of the most significant figures of Made in Italy: a pioneer figure in fashion, design, art and contemporary culture that was able to turn a local accessories business into one of the most prestigious international luxury heritage fashion houses.

What started like a game soon became a passion and turned into a full time job as buyer and artistic director of a luxurious multibrand store where I have learnt and cultivated my passion for luxury quality products.

I have worked with women's and men's super brands such as Alaïa, Dior Homme by Hedi Slimane, Hussein Chalayan, Lanvin, Givenchy, Dolce & Gabbana, Alberta Ferretti, Alessandro Dell'Acqua to name a few before moving to London to train at Central Saint Martins where I have done my BA in Fashion Design with Marketing (Womenswear).

While at Central Saint Martins I had the luck of being taught by Heather Sproat and on different occasions by Imran Ahmed, one of the most influential men in the fashion industry, founder and editor-in-chief of The Business of Fashion.

My final degree collection at Central Saint Martins was sponsored by Sakae Lace and Gandini Tessuti and entirely produced in Italy.

During my years in London I had work experiences at Hussein Chalayan, in the marketing and communication department, at Prada, in the communication and celebrities department, at Tom Ford International, helping the production team in the preparation of the upcoming women's collection and at Maria Grachvogel with various tasks in the marketing, client advisor and production departments of the company.

For the future I would love to keep working in the fashion industry for a luxury goods brand that I admire.

My main interests are high end fashion and fine arts.

A capable and passionate individual who truly understands and has breathed fashion from a very very young age, widely travelled and with extensive connections at the highest levels.

I am a highly organised, reliable, efficient, enthusiastic, extremely passionate and motivated hard worker who takes his responsibilities and that is never tired of learning.