

FABIO PANZERI

Undesigner | Fractional CCO | Creative Director | Brand Architect

Milano / Lugano fabio@fabiopanzeri.com +39 351 3811409 [linkedin.com/in/panzerifabio](https://www.linkedin.com/in/panzerifabio) [fabiopanzeri.com](https://www.fabiopanzeri.com)

Brands lose commercial ground when identity and execution diverge.

I close that gap through architecture, not decoration, across brand systems, digital environments, and the product itself.

Design authorship. Digital governance. Structural coherence. The same lens. Applied at every layer simultaneously.

When AI scales the output, I govern the voice. The volume changes. The voice does not.

The model is fractional. The authority is not.

Prada. Helmut Lang. Etro. Calvin Klein. Dolce & Gabbana. Braun Büffel Singapore.

INDEPENDENT PRACTICE

FABIOPANZERI™ - Independent Practice - 2007 - Present

Creative Director | Brand Strategist | Fractional CCO

Fractional by structure — not by scope.

A single senior creative authority without institutional overhead, without agency dilution, without a transition cost.

Full ownership from day one. Selective mandates at moments of transformation — repositioning, market entry, identity incoherence, creative system failure.

From global luxury houses to independent craft brands building their first coherent identity. The scale changes. The standard does not.

- European Leather Goods Atelier – Full architecture rebuild: collection, positioning, market re-entry. **EUR 1.85M** revenue expansion.
- Japanese premium eyewear – Heritage narrative rebuild and premium repositioning, **APAC. JPY 220M** market uplift.
- South Korean fashion eyewear – Special-edition capsule strategy – **+12%** revenue on a **KRW 28B** base.
- European footwear brand – APAC market entry and cultural localisation. **EUR 680K** in 18 months.

Client identities protected by contract – references available upon request.

Selected Clients: Kurono Watch Japan · KTM · Casio G-Shock × Braun Büffel APAC · Trussardi · Pirelli P Zero · McLaren F1.

CURRENT MANDATE

PHYGITAL NOMADS - Branding Agency - Switzerland, 2023 - Present.

Fractional CCO | Creative & Brand Strategy

Creative governance and brand coherence for prestige mandates across Switzerland, Europe, and APAC.

Campaign direction, spatial and experiential design, visual identity governance, AI-integrated creative systems – physical and digital environments treated as a single coherent brand space.

All mandates under NDA.

Selected clients: Audemars Piguet · Krug Champagne · Aston Martin

EXECUTIVE MANDATES

BRAUN BUFFEL Germany 1887 - (Heritage brand, est. 1887) - Singapore, 2017 - 2022

Creative Director (APAC)

Sole creative authority over a European heritage brand scaling across six APAC markets.

Identity, campaign, retail environment, licensing architecture – built without an external agency.

Direct leadership of internal creative teams and regional partners across six markets.

Brand coherence enforced across channels, categories, cultural contexts, and digital ecosystems in six markets at once

Direct mandate from the Chairman.

- **+65%** brand recognition, six consecutive years
- **+35%** sales growth | **+20%** new customer acquisition
- **+40%** menswear licensing growth China | **+15%** eyewear | **+10%** watches
- **-43% SKU** rationalisation, improved coherence, margins, and clarity

Retail environment design across TANGS | Takashimaya Singapore | Marina Bay Sands | Culture Cartel | NplusC Agency.

Press: Vogue | GQ | Tatler Asia | Harper's Bazaar | L'Officiel | Prestige

REVOLVER REQUEEN - (Baldan88 (Est. 1923) - Italy, 2018 - 2024

Brand Architect & Creative Director | Luxury Footwear DTC - Concurrent executive mandate

Commissioned to build from a blank page – product, identity, campaign, showroom, e-commerce, and social visual governance as a single integrated system.

E-commerce aesthetic and physical show-room designed as brand expression, not only as conversion infrastructure.

- Gender-fluid sizing introduced as a structural design decision – adopted as market standard within two years.
- **EUR 500K+** direct sales in 12 months · **60%** DTC margins.
- E-commerce aesthetic and social media visual governance designed as brand expression, not a conversion tool.

Press: Vogue | Dazed | Harper's Bazaar | L'Officiel | Panbianco News.

FOUNDATIONAL CAREER - GLOBAL FASHION HOUSES

CALVIN KLEIN (CK/CKJ) - Milan, New York, 2009 - 2016

Head of Design Accessories Division

Led the accessories design division across CK and CKJ – two lines, two markets, one coherent architecture.

Minimalism operationalised as a commercial structure – not an aesthetic, a system.

- **+20%** sustained across seven consecutive years · two lines · two markets

DOLCE & GABBANA - Milan, 2002 - 2009

Head of Design Men's Accessories

Led a division in structural incoherence back to commercial relevance.

Rebuilt product narrative and design architecture from the ground up.

- **+30%** revenue Year 1 · Italia sneakers **+30%** category growth
- Division restored to commercial relevance within 12 months.

ETRO - Milan, 2002

Head Accessories Design Division

Restructured the accessories division into a spine-based collection system.

HELMUT LANG - (Prada Group) New York, Milan, 1999 - 2002

Senior Accessories Designer

Direct creative collaboration with Helmut Lang.

Reduction as governing principle across product, communication, and spatial identity.

PRADA / Prada Sport / Luna Rossa - Milan, Florence, 1997 - 2002

Designer, Men's Accessories

Accessories Aesthetic precision as the non-negotiable foundation of every commercial decision.

EARLY CAREER - **Jean Paul Gaultier** - Paris, **Joop!** - Milan, **Mila Schön** - Milan | 1993 - 1997

AUTHORSHIP

DEORUM AETHERNA - Slow luxury Home Fragrance & Home Decor Object - Switzerland - 2025 - Present

Founder & Creative Authority

A gap identified in slow luxury – between industrial material culture and olfactory architecture.

Built to hold that position: sculptural vessels and shape, exclusive scent compositions.

Product authorship, not product oversight.

A confrontation with the category, hands-on from material to market.

Revenue architecture: hospitality commissions, interior collaborations, and co-branding by invitation only.

No external funding. No distribution compromise. Co-founded with Maria Rosa Zito Panzeri.

EDUCATION

- B.A. Fashion Design. Istituto Moda e Abbigliamento Marangoni (29/30)
- Executive Studies: Digital Leadership · Sustainability Strategy · Neuroscience of Strategy (PMI, 2024–2025)

LANGUAGES

Italian (native) - **English** (fluent)

PRESS Vogue, Dazed, GQ, Harper's Bazaar, L'Officiel, Tatler Asia, Prestige, MEN'SFolio, DAMAN Magazine, NUYOU Singapore fabiopanzeri.com/press

I don't follow the flow. I create it.