

JURE STROPNIK

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<https://www.instagram.com/iurionline/>



- Creative Director and Business Developer specialized in Leather Goods/Accessories Industry
- An aesthete with an economic background and more than 15 years of experience in the fashion and luxury industry.
- Non-stop market research, traveling and continuing curiosity for design 360 degrees allows me to keep the pace with fast changing market and consumer behaviors.

PROFESSIONAL EXPERIENCES

1.2017 present **IURI, Milan-Paris**

- Co-Founder and Creative/Business director
- Brand creative vision and overall Business Development
- Creative direction for the Leather goods and other accessories
- In charge of entire design process. From brief, research to production and R&D.
- Brand overall content image direction and communication strategy
- Management of the entire supply chain in Italy and across
- Cross-functional communication and brand activities
- In charge of B2B/B2C brand strategy

CONSULTANCY

LES HOMMES- Men's leather goods design-consultant, present

- In charge of Men's LG and small leather goods development

BORA AKSU- Leather goods design consultant Season-FW21,SS22 Milan-London

- Introduction of the new concept and design direction
- in charge of entire design process
- direct collaboration with Mr. Aksu, brand creative director

MSGM- Leather goods design director-consultant Season FW20-21/SS21/FW21-22, Milan

- new direction for Leather goods and Nylon/Canvas collection
- direct collaboration with Mr. Giorgetti, Creative director
- In charge of entire design process
- 360 degrees supply chain management and coordination
- budget and pricing control
- production management in Italy and China

MARYLING- Leather goods design consultant SS20/FW20-21

- Introduction of the new concept and design direction
- in charge of entire design and sample/production process

10.2014-10.2016 **247 SHOWROOM** Milan-Paris

Worldwide wholesale and brand manager

2012- 07.2014, **SLOWEAR** Milan

Europe wholesale area brand manager

- Direct report to CEO
- Repositioning on the market
- budget planning and forecasting
- Customer negotiation and sales management
- Opening of corner and shop in shop
- • Pre and post sales activities

09.2010-10.2011 **PRINGLE OF SCOTLAND, ANTONIO MARAS** Milan

Wholesale and brand manager

09. 2009- 07. 2010 **ERMENEGILDO ZEGNA**, Milan

Wholesale showroom Assistant

2009- 09. 2009 **FILA** Milan Project manager in collaboration with Istituto Marangoni

(Winner of the Brand re-launch project)

01. 2007- 06. 2008 **MURA** Slovenia

Product & Merchandising manager.

- In charge of product development of different private labels (Boss, Dries Van Notten, Akris)

02.2006- 12. 2006 **FENDI** London

Sales assistant and visual merchandiser at Fendi/ Selfridges and Boutique in Sloan street

EDUCATION

10.2008- 06. 2009 **Istituto Marangoni, Milan** Master in fashion brand management

10.2001-11. 2006 **University of economics and business studies, Ljubljana** Bachelor degree.

Thesis: Zara business model

2005-2006 **Freie University, Berlin** Key account and supply chain management

LANGUAGES

Slovenian- mother tongue

English, German, Italian- Fluent

Croatian, Serbian- very good

Russian, Spanish- basic