



GIULIA FALCINELLI

MBA
GRADUATE -
LUXURY
BRAND
MANAGEMENT



ESSEC
BUSINESS SCHOOL

Profile Summary

Extremely passionate about luxury industry and with a strong sensitivity to its products, I am a dynamic business professional qualified in Luxury Brand Management with a deep knowledge of the sector that encompasses Merchandising, Retail, Business Development and Marketing

Skills & competences

Strong analytical skills (quantitative and qualitative)

Languages: Italian (mother tongue), English C1, French B2

IT: Microsoft Office, AS/400

Interests

Luxury and fashion, music, traveling, art, cinema, swimming, tennis

Other information

Conservatory first-level graduate in Piano Performance and Solfeggio

Contact Details

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75004, Paris



CAREER

PROJECT MANAGER – ESSEC Field Project Consulting Missions

Lancôme/L'Oréal Luxe (Paris) | May 2019 – September 2019

- Developed new range and its 360° activation plan to target younger consumers

PROJECT MANAGER – ESSEC Digital Consulting Mission

Moët Hennessy (Paris) | April 2019

- Winning Team of ESSEC Digital Week Competition
- Set up Digital Marketing strategy to attract Millennials

CONSULTANT SPECIALIZED IN LUXURY PROJECTS

GEA Management Consulting (Milan) | April 2016 – August 2018

- Redefined assortment planning strategies, structures and processes for luxury and fashion companies
 - Product categories review and merchandise SKUs rationalization
 - Inventory level optimization based on sell-through analysis
 - Definition of new assortment approach based on PoS multiple clusters/KPIs
- Elaborated business plans for fashion, fragrances and home-décor start-ups
 - Review of brand concept and new business model development (product line selection, definition of future production and distribution partners)
 - BP construction: a) research on industry, market and competitors, b) organizational structure, c) sales and marketing strategy definition, d) EcoFin statements (financial projections, investment plan, cash flows)
- Identified acquisition opportunities for luxury fashion houses
- Provided transaction services (vendor due diligences)

MERCHANDISER and RETAIL ANALYST

Brunello Cucinelli (Solomeo, Italy) | June 2014 – March 2016

- Planned and developed merchandising strategies for DOS in Europe and Asia
 - Core assortment allocation, OTB identification, carry-over management
- Managed purchases and stock transfers and monitored sales performance for sell-through optimization
- Elaborated budgets, sales forecast planning and ad hoc-analysis about seasonal merchandise and store performance
- Analysed market and competition
 - Market trends and competitors' collections, prices and new store openings
- Developed in-house software for sales' forecast with IT Department

STAFF ACCOUNTANT

KPMG (Rome) | October 2013 – June 2014

- Audited industrial and commercial companies



EDUCATION

ESSEC (Paris)

Global MBA in Luxury Brand Management | September 2018 – September 2019

LUISS GUIDO CARLI (Rome)

MSc in General Management and International Business | 2011-13

LONDON BUSINESS SCHOOL/PEKING UNIVERSITY (Beijing)

"Demystifying China: Understanding business and marketing strategies in China" | Summer School Program | August 2013

COPENHAGEN BUSINESS SCHOOL (Copenhagen)

Research assistant at Strategic Management and Globalization Department | 2013

LUISS GUIDO CARLI (Rome)

Bachelor's Degree in Economics and Business | 2008 - 2011