

EMPOWERING LIVES THROUGH KNOWLEDGE AND IMAGINATION

MILANO | ITALY

HALLOWEEN TOUR 2019

October 30th - November 1nd

Giorgio Brandazza

NY STUDY TOUR



DAY 1 . 30TH October.

8:50 – 9:10 : Welcome & Program review

Venue 1410 Broadway, New York - (Suite number 1504, 15th floor – Check in upon entrance)

9:15 – 11:00 : June Haynes Luxury Retailing

June Haynes - Founder

(former Department Manager @ Barney's, former Director of Stores @ D&G, SVP Valentino Retail USA, extensive consulting experience in retail: Gianvito Rossi, Elie Saab, etc.)

Venue: 1410 Broadway, New York - (Suite number 1504, 15th floor)

11:15 – 12:30 : Ermenegildo Zegna

Marco Olivieri – Business Development Manager

Q&A interactive session (**Please make sure to prepare questions related to this topic**)

Venue: 1410 Broadway, New York - (Suite number 1504, 15th floor)

14:00 – 17:30 : Gucci Omnichannel Call center followed by SOHO Store Visit

Venue : Gucci Omnichannel Call Center – G9 Hudson – 70 Hudson Fl12, Jersey City, NJ

Venue : Gucci Wooster Soho Store – 63 Wooster St

18:30 : Bocconi Alumni + Prospects Aperitivo

Venue : Public Hotels Lobby - 215 Chrystie Street NY, NY 10002

DAY 2 . 31TH October.

10:30 am – 12:30 : Saks Fifth Avenue

Kristin Smith - Vice President General Managers

Venue : Saks Fifth Avenue – 611 5th Ave, New York

MEET as of 10:15 at the International Lounge @ Lower level of Saks

14:00 – 15:15 : Stylistico

Guglielmo Melegari - Founding Partner (former President / CEO at Max Mara USA & Pomellato USA)

US retail market structure

How to deal with the US retailers: independent, department stores, on-line retailers

Venue: 1410 Broadway, New York (Suite number 1504, 15th floor)

15:30 – 17:00 : Conti Communication

Sophie Conti – Founder PR & Communication

Venue: 1410 Broadway, New York (Suite number 1504, 15th floor)

DAY 3 . 1st November.

11:30 – 13:00 : Bergdorf Goodman

Andrew Mandell - Vice President/DMM, jewelry, decorative home and little BG

Venue : Bergdorf Goodman, 754 5th Ave, New York

MEET as of 11:20 on the 7th floor

13:15 – 13:45 : Ermenegildo Zegna Store Visit Group 1

13:45 – 14:15 : Ermenegildo Zegna Store Visit Group 2

Venue : Ermenegildo Zegna Boutique – 4 W, 57th Street

(The visit will be divided into two small consecutive groups each of 14/ 15 students max)

Tour debrief and goodbye