

Luca Berti



Personal Data

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Professional Profile

Manager and Fashion Designer with over 30-year experience in the fashion field. Well-propensity to innovative creativity, with tactical and strategic skills. Experienced in managing and organizing companies also on a global scale. Analytical and organizational competence.

Substantial Work Experience

✦ March 2014 – ongoing – **Lucabertistudio**

Luca Berti Role: ***Fashion Designer, Global Style Consultant***

Brand: **Labory, Rivulet**

Tasks:

- Market research and analysis for creating lines and brand image.
- Design proposals for the whole collection, commercially coordinated.
- Study and supervision of brand image.
- Making of semi-technical specifications.
- Management of paper pattern office and development of first prototype.
- Textile research for collections.
- Development of color card.
- Development of washes and treatments.
- Devising and development of graphics and packaging.
- Devising and development of accessories.
- Joint study of business and marketing strategies.
- Analysis of costs for establishing the price list, in coordination with the business and production team.
- Joint study of data for the mass production industrialization.

✦ From 2009 to 2014 – **Cristall s.r.l.** *Production and distribution Company of Lerock brand, in partnership with a major Chinese manufacturing company. Turnover €*

4,150,000. (In liquidation for administrative problems, with the Italian tax authorities, by March 2014).

Luca Berti Role: **Administrator, Creative Director.**

Brand: **LEROCK** (2009-2014), **Cafè del Mar** (2009 – 2012), **Vigoss** (2011 – 2014).

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- Textile research for collections.
- Development of color card.
- Development of washes and treatments.
- Devising and development of graphics and packaging.
- Devising and development of accessories.
- Joint study of business and marketing strategies.
- Analysis of costs for establishing the price list, in coordination with the business and production team.
- Joint study of data for the mass production industrialization.
- Staff coordination.
- Financial and Administration Management.

In China and HK, as Creative Director, I managed sales offices, composed of Area Manager, Customer Service and Architects (Chinese professionals), dedicated to the opening two retail chains, all over the Far East.

For this role, I managed also purchases and I created, Business Plan and Cash Flow, comparing them to the property.

- ▲ From 1999 to 2009 – **Lucabertistudio srl** (Ferrara) Fashion Designer Office, with 16 employees. Turnover of over 1 million Euro with 20 customers, (Office replaced of the emerging **Cristall srl**).

Luca Berti Role: **Coordinator**

Brand: **Foxy Jeans** (2010 – 2011), **Bauhaus** (2010 – 2011), **Andrew Phil** (2009 – 2010), **Mavi** (2009 - 2010), **J Coleman** (2008 – 2009), **Q-Od** (2007 - 2009), **La Sartoria** (2007 – 2009), **Crinolina** (2007 – 2009), **Parasuco** (1999 – 2009), **Parasuco Cult** “Italian License” (2004 – 2009), **Smiley** (2008 – 2009), **Skinfish** (2000 – 2008), **Color 18** (2004 – 2008), **Nine Lives** (2006- 2008), **Private Lives** (2007 – 2008), **Puebla** (2007 – 2008), **Miroglio** (2005 – 2008), **Sweet Year** (2006 – 2008), **An An** (2003 – 2004) (2007 – 2008), **Flower House** (2007 – 2008), **Khe** (2004 – 2007), **Jack & Jones** (2005 – 2007), **Zu Element** (2006 – 2007), **Episode** (2004 – 2007), **El Don** (2006 – 2007), **Romeo Gigli** (2006 – 2007), **People for Peace** (2005 – 2006), **Oxygen** (2004 – 2006), **De Puta Madre** (2005 – 2006), **Mermaid** (2003 – 2006), **GF Gianfranco Ferrè** – ITR and Maison Gianfranco Ferrè Milano (2004 – 2005), **Fiorucci** – Itochu Japan (2003 – 2005), **Pop Heart** (2001 – 2004), **Playboy** (2002 – 2004), **Cultura** (2001 – 2004), **Angelo Marani** (2002 – 2003), **Virgin** (2002 – 2003), **Bibliko** (1999 – 2003), **Salsa** (2002 – 2003), **Fairly** (2002 – 2003), **Oswaldo Bruni** (2000 – 2002), **Miss Maggie** (2000 – 2002), **Fubu** (2000 – 2001), **Swish**

(1999 – 2001) **Indian Motorcycle** (1999 – 2000), **Replay** (1999 – 2000), **Rica Lewis** (1999 – 2000).

Tasks:

As coordinator and holder of the office, I was talking with ownership of the companies to which we provided a massive consulting, such as; Salvatore Parasuco, Elena Miroglio, Vincent and Alan Fang (Topy), Tonino Perna (ITR), Gianfranco Ferrè, Roberto Esposito (Phard), Angelo Marani, Felipe Vilanova (Salsa), Ghigo Tavarner (Indian), Claudio Buzziol (Fashion Box).

Office tasks:

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- Devising and development of accessories.

*At the same time, to diversify its activities and to acquire skills and knowledge, applicable to succeed on the increasingly competitive market, we opened a small chain of **Concept Store** high-profile, named **Catalpa**, which besides having fashion brands such as; Givenchy, Lanvin, Balenciaga, Moschino, Alberta Ferretti, Philosophy, Malloni, Closed, held the proposal of our Tailoring bespoke pieces of pret a porter, with innovative clean lines, a wide selection of perfumes and home accessories, furniture, artwork, in **Ferrara, Cento and Florence**. Sold in 2009, the inability to manage too many commitments with purchases around the world and the management.*

▲ From 1992 to 1999 – **Lucabertistudio srl** (Padova), *Fashion Design Office, with two shareholders and one external collaborator. Turnover over 300 million Liras, with four customers, (Transferred then, in the big new office of Ferrara).*

Luca Berti Role: **Designer Consultant**

Brand: **Replay, Unlimited, Uniform, Retour, Rivet, Onyx, Showa, Xage, Blu System, Mustang Premium, Compagnie Canadienne, Outsider, Soviet, Milk & Roses** (ownership), Collaboration with **Adriano Goldschmied**.

Tasks:

As coordinator and holder of the office, I was talking with ownership of the companies to which we provided a massive consulting, such as; Claudio Buzziol (Fashion Box), Pasquale De Angelis (Uniform), Stefano Pastorelli (Onix), Kurt Ulmer (Jet Set), Heiner Sefranek (Mustang), Tato Bardelle (Outsider), Tonino Perna (Eurocompany), Adriano Goldschmied.

Office tasks:

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- Devising and development of accessories.

▲ From 1989 to 1991 – *Diesel (Molvena)*

Luca Berti Role: *Internal, Design Department Coordinator*

Brand: **Diesel**

Tasks:

- Market research and analysis for creating lines and brand image.
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- Making of semi-technical specifications.
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- Textile research for collections.
- Development of color card.
- Development of washes and treatments.
- Devising and development of graphics and packaging.
- Devising and development of accessories.
- Coordinator, Style Office, Paper Maker and Seamstresses, Purchasing office.
- Managing relations with the designer freelance, Rene B.
- Reporting and sharing of steady activity with the owner, Renzo Rosso.

▲ From 1987 to 1988– *Sofitex - Pepper Industries (Trebaseleghe)*

Luca Berti Role: *Internal, Assistant Designer*

Brand: **Pepper, Lemon**

Tasks:

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- Textile research for collections.
- Development of color card.
- Development of washes and treatments.
- Devising and development of graphics and packaging.
- Devising and development of accessories.
- Reporting and sharing of steady activity with the owner, Sergio Tregon.

✧ From 1985 to 1987 – **Marzotto** (Valdagno)

Luca Berti Role: *Internal, Assistant Designer*

Brand: **Ciao**

Tasks: .

- Making of semi-technical specifications.
- Management of paper pattern office and development of first prototype.
- Textile research for collections.
- Development of color card.
- Devising and development of graphics and packaging.
- Devising and development of accessories.
- Reporting and sharing of steady activity with the A.D. Ennio Scudiero.

✧ 1982 – **Luca Berti**, opens under the house, his artisanal **Tailoring**.

Languages

English: Medium, Self-taught, as you can understand from this document, learned in the course of long journeys, to follow the productions in China, Cambodia, Pakistan, Turkey, Morocco, Romania.

In China and HK, I managed sales offices, with the Area Manager, Customer Service and Architects, (Chinese people), dedicated to the opening two retail chains, all over the Far East.

My English is more than enough to handle the most of the many employees of the Chinese office.

Ongoing professional position

Fashion Designer at Lucabertistudio, Ferrara.

In compliance with the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize the recipient of this document to use and process my personal details for the purpose of recruiting and selecting staff and I confirm to be informed of my rights in accordance to art. 7 of the above mentioned decree.

Ferrara, ITALY

January 2015

Luca Berti