

CREATE · CONNECT · CHALLENGE · CULTIVATE

MAY 17, 2019 | MILANO

# MILRF

MBA LUXURY & RETAIL FORUM

REVOLUTION ERA:  
THE FACES OF CHANGE

IN COLLABORATION WITH BOCCONI ALUMNI TOPIC FASHION  
LUXURY DESIGN, AND IN KIND PARTNERSHIP WITH

SDA Bocconi  
School of Management

*Lac*  
LUXURY ARTS CLUB  
SDA BOCCONI

BocconiALUMNI

*Venchi*  
1878

**LAVAZZA**  
TORINO, ITALIA, 1895

**CAMPARI  
GROUP**

  
**ACQUA PANNA**

**120** *years*  
S. PELLEGRINO

**MAY 17, 2019 / REVOLUTION ERA:**

**THE FACES OF CHANGE** The SDA

Bocconi MBA Luxury & Retail Forum will gather a

carefully curated group of leaders at the forefront of the

luxury revolution to share their success in embracing,

leveraging, and driving change. Attendees will

experience a comprehensive networking opportunity

amongst top MBA & Masters students from around the

world, designed to promote knowledge sharing,

encourage idea generation, and facilitate the creation of

meaningful connections. Our mission is simple:

**CONNECT** like-minded professionals

**CHALLENGE** the paradigms of the past

**CULTIVATE** new mindsets

**CREATE** new bridges

The Event

## **CONNECT, CHALLENGE, CULTIVATE & CREATE**

is not just a mission statement. Rather, it is the *raison d'être* of the forum, and the running thread woven into every experience. Throughout the event, guests will be given over **4 HOURS** of networking time aside from the speaker series, including a light breakfast, coffee tasting, lunch, and aperitivo.

The SDA Bocconi MBA Luxury & Retail Forum will welcome over 100 guests, including C-level executives and leading professionals in luxury, fashion, hospitality and beauty, as well as MBA students and alumni from top European business schools such as INSEAD, HEC, Oxford, and Cambridge, among others.

### **PROFESSIONAL BACKGROUNDS**

Retail / E-Commerce / Consulting / Marketing & Communications

/ CRM & Analytics / Start-ups & Entrepreneurship

/ Banking / Design / Operations /

# Audience

# Speakers



**ULRIC JEROME**  
CEO  
MATCHESFASHION.COM



**ALICE CARLI**  
CEO  
**NICOLÒ BERETTA**  
CREATIVE DIRECTOR  
L'AUTRECHOSE



**SILVIO CAMPARA**  
CEO  
GOLDEN GOOSE

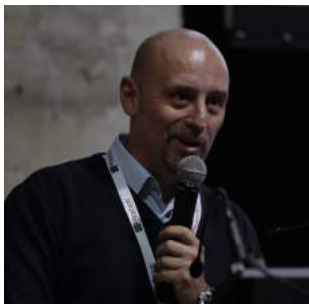


**LUISA ZARGANI**  
BUREAU CHIEF, MILAN  
WOMENS WEAR DAILY (WWD)



**ARMANDO BRANCHINI**  
VICE CHAIRMAN  
ALTAGAMMA

# Sponsors



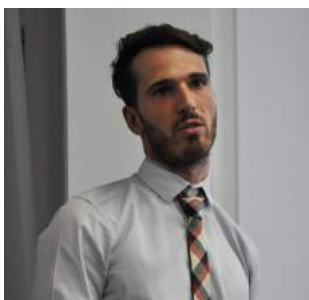
**DAVIDE CASTELVERO**  
HEAD OF CLIENT ENGAGEMENT  
& CRM  
MARNI GROUP



**LIDI GRIMALDI**  
MANAGING DIRECTOR, MILAN  
INTERBRAND



**GUIA RICCI**  
PRINCIPAL  
BCG



**ANDREA FENN**  
FOUNDER & CEO  
FIREWORKS

<b>9:00 AM – 10:00 AM</b>	REGISTRATION & BREAKFAST
<b>10:00 AM – 10:10 AM</b>	OPENING REMARKS
<b>10:10 AM – 12:00 PM</b>	MORNING SESSIONS
<b>12:00 PM – 1:00 PM</b>	NETWORKING LUNCH
<b>1:00 PM – 2:30 PM</b>	AFTERNOON SESSIONS PT. 1
<b>2:30 PM – 3:30 PM</b>	COFFEE TASTING w LAVAZZA
<b>3:30 PM – 4:45 PM</b>	AFTERNOON SESSIONS PT. 2
<b>4:45 PM – 5:00 PM</b>	CLOSING REMARKS
<b>5:00 PM – 6:30 PM</b>	NETWORKING APERITIVO

# Aperitivo

# Join

**1 /** As Italy's top business school, SDA Bocconi honors a commitment to Italian excellence; the MBA Luxury & Retail Forum is no exception. The event not only highlights the accomplishments of European businesses, but also celebrates the Italian and international leaders who are successfully driving change.

**2 /** The forum is a unique opportunity for the leaders of tomorrow to exchange with the leaders of today. The event schedule is designed to foster meaningful relationships and encourage thought-provoking discussions.

**3 /** The MLRF specifically targets past and present MBA students from top European business schools. MBAs are motivated professionals with diverse backgrounds who actively bring a critical eye to industry issues, and who are eager to familiarize themselves with innovative strategies.

**REGISTRATION**

<https://bit.ly/2UMZSoW>

**SDA BOCCONI LUXURY & ARTS CLUB**

[luxuryclub@sdabocconi.it](mailto:luxuryclub@sdabocconi.it)

**AMY SECCARECCIA, MBA 2019**

Vice President, SDA Bocconi Luxury & Arts Club

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**INSTAGRAM**

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Contact