

Curriculum Vitae

Michele Trevisan

Curriculum Vitae

2020



less is more

private

mobile

Michele Trevisan

Profile

Executive Manager with 20 years of experience largely spent in fashion, F&B and furniture business.

More than 15 years in **Diesel** where I learnt the fundamentals of the Retail design by developing an international retail store structure, managing the design and marketing of the retail business. More than 400 monobrand retail stores developed worldwide.

In **Airest-Lagardère Services** I had the opportunity to enlarge my experience in Marketing and R&D for a travel retail company mainly focused in F&B business in travel locations (airports and railway stations) across 14 countries in 3 continents.

I've been co-founder and creative director of **Nero3**, an innovative Italian company in the high level furnishing sector where I had the possibility to develop my experience in furniture design and brand strategy.

The current exciting challenge with a relevant and leading company like the **Benetton Group** is giving me the opportunity to focus into the constantly evolving fashion retail business in a fast changing digital world by building a new Omni channel approach integrating the traditional retail store into a more modern on-line shopping dimension.

Passionate and driven for results manager with a strong focus on how new technologies can be combined with design and creativity to provide a new and relevant experience to customers.

Great sponsor of diversity, innovation and creativity to create a more sustainable business on the long run.

Author of the book **Retail Design**-progettare la shopping experience, published by Franco Angeli.

I love teaching and I collaborate with Scuola Italiana Design where I give Retail Design and Marketing lectures.

Specialties

- Customer experience designer
- International retail design management
- Marketing Strategy
- Art Direction
- Creative director
- Industrial design
- Architecture
- Retail evolution expert

UNITED COLORS
OF BENETTON.

curriculum vitae

Lagardère
TRAVEL RETAIL

AIREST

Professional experience

May 2015 – today

Benetton Group Treviso - Italy

Global Head of Retail Design

Benetton Group is a global fashion brand based in Treviso, Italy. Founded in 1965 with a network of more than 5000 monobrand stores worldwide.

Responsibilities:

Head of Retail design creative

- Responsible for Retail design concept development for the three Brands of the group
- Responsible for store planning and project management for the worldwide network
- Responsible for the Omnichannel project – integrating the traditional retail stores into a more modern on-line shopping dimension.
- International team of 12 people in house + 8 people abroad

Dec 2014 – May 2015

Lagardère Venice - Italy

VP Strategic Marketing & Formats design

Lagardère Travel Retail is one of the four Lagardère Group divisions, together with Publishing, Sports & Entertainments and Active and is a global leader in the travel retail sector.

In 2014 Lagardère acquired the Italian travel retail company Airst.

Responsibility:

- Coordinate International marketing projects in collaboration with the Parent Company and its subsidiaries worldwide
- Define strategic guidelines in terms of corporate image and communication on different media
- Coordinate marketing and design activities for F&B international tenders
- Define and coordinate Corporate Social Responsibility projects
- Define implementation strategies for the use of the Italian F&B formats in International markets

July 2012 – Dec 2014

Airst Venice - Italy

Head of Global format and Marketing Director

Airst Group S.p.A. is an international company specialized in the management of food & beverage services in the travel retail sector. Operating food and beverage and retail services for travelers mainly in airports, motorways, railway stations, malls and museums through concession contracts. International presence across Europe, Middle East, China and USA .



Responsibilities:

- Responsible for the F&B Formats management
- Responsible for the Brand communication strategy development
- Responsible for the marketing activity development
- Define and coordinate Corporate Social Responsibility projects
- Creative and technical project development for the new store opening and remodeling
- Creative concept development for new F&B formats

Jun 2003 – July 2012

Diesel Breganze - Italy

Global Head of Retail Design

Diesel S.p.A. is an Italian retail clothing company based in Breganze. Founded in 1978, the company has a network of more than 500 monobrand stores worldwide.

Responsibilities:

Head of Retail design

- Responsible for Retail design concept development, store planning and project management for the three Brands of the group
- Management of a team of 15 project managers in house and direction of 3 interior design teams in Diesel USA (NYC, 6 designers/pm), Diesel Japan (Tokyo 4 designers/pm), Diesel Pacific (HK, 2 project managers)
- Responsible for budgeting and contracting
- Architectural and conceptual design for corporate projects (new Diesel headquarter in Breganze)

Oct 1998 – May 2003

Diesel Molvena - Italy

Interior design manager

Responsibilities:

- Responsible for Retail design concept development store planning and project management for the three Brands of the group
- Staff of 9 architects/pm - (70 new openings in three years)
- Diesel retail Manual development
- Project and construction management on Corporate projects (Diesel Service new building, Diesel London building, Diesel Kid)

May 1995 – Sep 1998

Diesel Molvena - Italy

Project manager

Responsibilities:

- Project development and management of 15 Diesel stores worldwide

NERO3



- . • project
- . • budgeting responsibility
- . • scheduling
- . • site supervision for construction and installation
- . • Interior design project for the Carlyle Hotel - South Beach Miami - USA

Jun 2005 – Dec 2009

Nero3 S.r.l. Padova - Italy

Founder & creative director

Nero3 is an innovative Italian company in high level furnishing sector.
responsibility:

Creative Director

- Brand identity development
- Product development
- Marketing strategy
- Communication strategy

September 1994 – May 1995

Villa architetti associati - Milan

Associate architect

- feasibility study for a new underground train line in Milan
- conceptual design and 3D renderings

Teaching experience

2007 Centro Universitario Organizzazione aziendale – Vicenza

Undergraduate Courses taught

- Retail Design course

2008-2009

Scuola Italiana Design - Padova

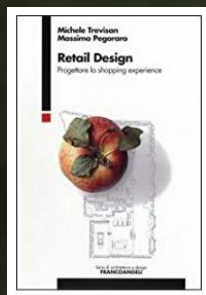
Master Courses Taught

- Basic Retail Design
- Interior design

Language skills

Italian native speaker

English C1 level (CEF)



curriculum vitae

Publications

2007

RETAIL DESIGN – progettare la shopping experience

Authors: Michele Trevisan and Massimo Pegoraro
Publisher: Franco Angeli - Milano

Design Award

2005 • **Building Quality Award**, assigned from the London Camden Council for the Diesel London building extension project

2009 • **Store Design award 1° place**, given from the Retail Design Institute – USA for the Diesel flagship on 5° avenue - NYC

2018 • **Retail Award 2018 –Best store layout fashion and luxury**, assigned for the Forum Retail for the Benetton flagship store in Oxford street London

Education

2002 **SDA Bocconi**
Finance for non Finance

1990 **University of Oxford**
English Course

1994 **SID – Scuola Italiana Design**
Postgraduate diploma in Industrial Design

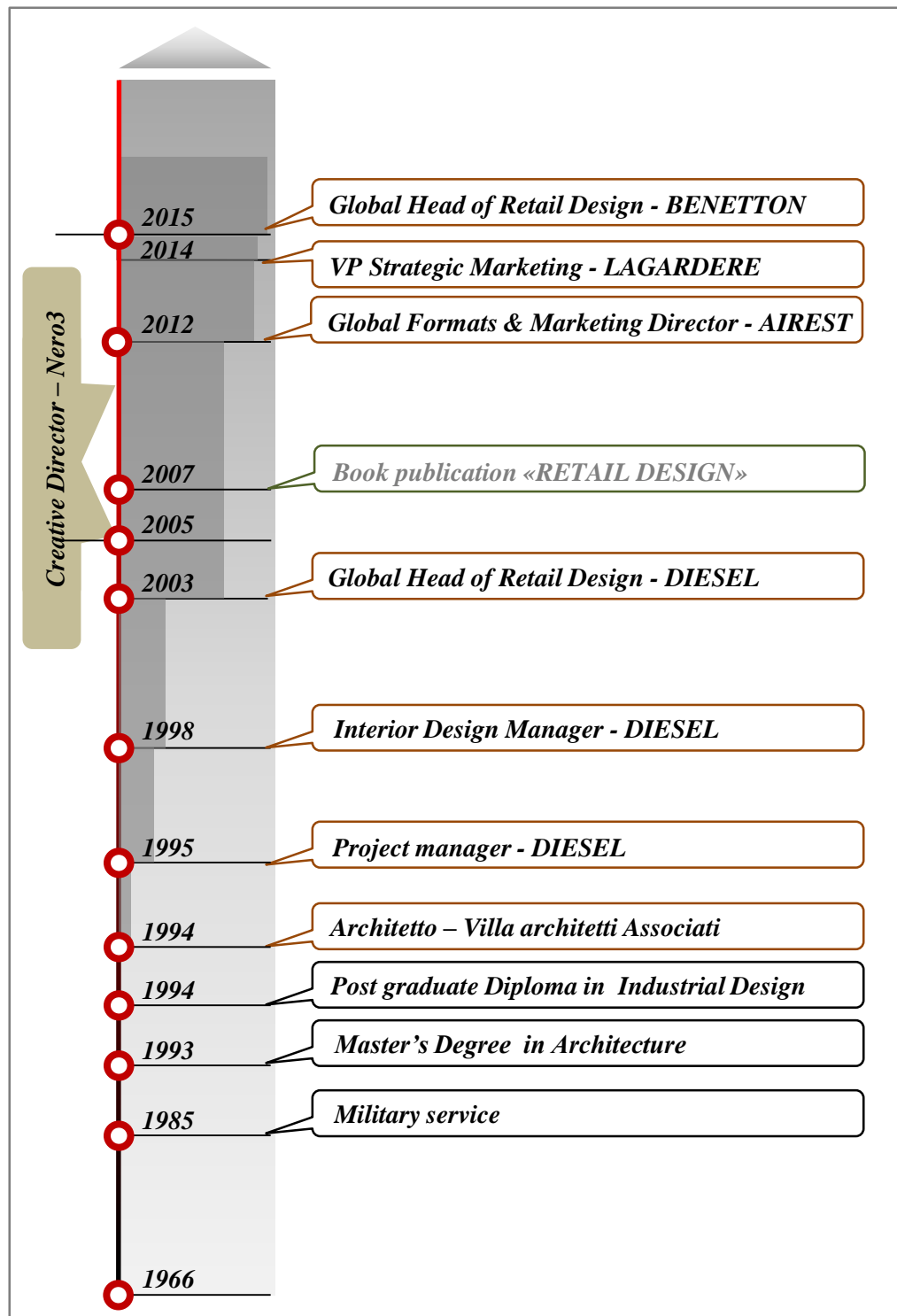
1993 **IUAV – Istituto Universitario Architettura Venezia**
Master's Degree in Architecture

1984 **Artistic High school**
High school diploma



In compliance with the GDPR and the Italian Legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document.

Michele Trevisan



Industrial Design Production

1994 - Pisellino	Key ring - condom holder	VisaniDesign
2001 - Riva	light fixture	Engi
2004 - Morpheus	Sofa nad armchairs	NERO3
2005 - Pitagora	table	NERO3
2005 - Biblio	bookcase	NERO3
2008 - Keplero	table desk	NERO3
2013 - Fly	table	NERO3