

## **Fabiana Tenerelli**

Merchandising Manager-Buyer-Business Developer

### EXPERIENCE

March 2010-Present: ASPEN JUNIOR FELLOW of Aspen Institute Italia.

July 1996- Present: OWNER/ RETAIL MANAGER/ BUYER/MERCHANDISER. "Tenerelli Alta Moda" (Pescara, Italy) - Retail manager, visual merchandiser, buyer and brand developer.

July 2007-2009: FASHION BUSINESS CONSULTANT. (New York City, USA) - Managed all aspects of new business development including merchandising, visual, financial planning, supplier and client relations; created business concept and image; selected product line.

December 2006- March 2008: MERCHANDISING MANAGER. "Brioni Roman Style" (Milan, Italy) - Analyzed merchandise marketability; organized reports on customer behaviour and satisfaction, sell-in and sell-out control, and trends and competitors strategies' monitoring. Visual Concept Decisions.

Spring 2004-Fall 2004: FASHION MARKETING INTERNSHIP. "Gilmar S.P.A." (Rimini, Italy) - Assisted commercial director; participated in decision-making and global distribution strategies.

May 2004: PUBLIC RELATIONS CONSULTANT. "CARSA S.P.A." (Rome, Italy) - Identified Carsa's target market; prepared report for promotional strategies.

### FORMAL EDUCATION

2006: BRIONI ROMAN STYLE & UNIVERSITY "G. D'Annunzio" (Pescara, Italy): Master's Degree: Fashion Management -Graduated Cum Laude-.

2003: LUISS GUIDO CARLI (Rome, Italy): Bachelor's Degree: Economics -Graduated with Honors-.

1998: LICEO CLASSICO EUGENIA RAVASCO(Italy): Degree -Graduated Cum Laude-.

### CONTINUING EDUCATION:

2008: FASHION INSTITUTE OF TECHNOLOGY (NYC): Different courses in Fashion Management and Merchandising.

2008: GRAND CENTRAL ACADEMY (NYC): Figure&Cast Drawing.

2008: SCHOOL OF VISUAL ARTS (NYC): Design Courses.

2008: THE INSTITUTE OF CLASSICAL ARCHITECTURE(NYC): Course in Proportion.

2008: JEWELRY LEARNING CENTER (NYC): Jewelry course.

### AWARDS:

ASPEN INSTITUTE: admitted to the "Aspen Junior Fellows group"of Aspen Institute Italia.

PREMIO LEONARDO 2004: offered by Corneliani Brand, received by the President of Italian Republic -Palazzo del Quirinale-Rome, Italy.

CERTAMEN CICERONIANUM ARPINAS 1998: admitted to the 18th edition of the "Certamen Ciceronianum" (international competition in Latin language). -Liceo Tulliano- Arpino, Italy.

LANGUAGES

Italian:mothertongue; English:fluent; French:basic.

HOBBIES

Trend analysis, Fashion, Jewelry, Design, Dancing, Travelling, Philosophy, Antiques, Music, Sport.

According to Italian legislative decree 196/2003 consent the management of my personal data.