



LORENZO AIMONE

FASHION BUSINESS

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lorenzoaimone.it

Fashion Business graduate with experience in retail and strategic projects, with a focus on brand development, positioning and customer experience in the fashion and luxury sector.

Interested in developing coherent and distinctive brand identities through an approach that combines creative vision and analytical thinking.

EXPERIENCE

MONTURA - Sales Advisor

08/25-Present

- Assisted sales of technical outdoor products with a focus on customer experience
- Support in store operations and visual merchandising

TRIM CORPORATE FINANCE - Marketing Intern (Curricular)

03/24-04/24

- Competitive analysis in the automotive market (used cars)
- Support in the development of a marketing strategy for the launch of a digital platform
- Contribution to positioning and value proposition definition

PROJECTS & ACTIVITIES



BRAND AIMONE (Personal Project)

- Development of a brand concept in the luxury skiwear segment
- Definition of brand identity, target and positioning
- Development of a business model and growth strategy



FITCLICK - AI Styling Platform (Academic Project)

Project Lead (team of 8, dual-team challenge)

- Coordination of a team in the development of an AI-based styling platform
- Definition of value proposition, target and business model
- Management of the project through development cycles and competitive pitch presentations



REBRANDING - Lacoste (Academic Project)

- Analysis of brand positioning in the fashion market
- Development of a strategic repositioning proposal
- Definition of new product lines aligned with the target

EDUCATION

IUAD - Accademia della moda (Milano)

2021-2024

BACHELOR'S DEGREE IN FASHION DESIGN -BUSINESS & MANAGEMENT

Final Grade: 110/110 cum laude with academic distinction

- Focus on marketing, branding and fashion product management
- Development of integrated projects combining creativity and business

IIS Alessandrini (Vittuone)

2016-2021

HIGH SCHOOL DIPLOMA IN COMPUTER SCIENCE

- Development and management of digital platforms (CMS)
- Basic programming (JavaScript, HTML, CSS)

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Milano / Schio (VI) | Available to relocate

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SOFT SKILLS

Teamwork
Proactivity
Attention to Detail

HARD SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Brand Identity Development
Marketing Fundamentals
Microsoft Excel
Microsoft Powerpoint

LINGUE

Italiano --> Native
Inglese --> Intermediate

INTERESSI



Mountain sports



Travel & Exploration



Cinema