





Fabio Panzeri

Designer and Creative Director | Leading Brand’s Aesthetic Transformation Accessories Design Specialist |

-  Vacallo, Switzerland
-  Fabio is **Available to work**

[Portfolio link](#)
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Links

-  [Website](#)
-  [LinkedIn](#)
-  [Instagram](#)
-  [YouTube](#)

Work Preference

Location: Open to relocate
 Pattern: Open to Full time or Part time work
 Employment: Freelance Assignments, Permanent Positions

Skills

- Design direction (Advanced)
- Creative Direction (Advanced)
- leather goods design specialist (Advanced)
- Sneakers design specialist (Advanced)
- Man and Woman luxury shoes design...
- Creative consultant (Advanced)
- Brand Advisor (Advanced)
- Art Direction (Advanced)
- Brand Coordination (Advanced)
- Accessories design specialist (Advanced)




About

With a distinguished career in fashion design and brand revitalization, I've successfully led creative teams to enhance brand identities and achieve significant revenue growth. My expertise spans across luxury brands globally, pioneering innovative strategies and creating iconic collections that resonate with diverse markets. Fluent in English, my passion lies in crafting visionary solutions and compelling narratives within the retail space.

BRANDS WORKED WITH

- Braun Büffel
- calvinklein
- Dolce & Gabbana S.R.L.
- Etro
- FABIOPANZERI
- HELMUT LANG
- Phygital-Nomads
- PradaGroup
- Revolver Requeen Venexia
- Trussardi

Experience

- Chief Creative Officer**
 Phygital-Nomads | Jan 2023 - Now
 As Chief Creative Officer, rapidly positioned the agency as a premier choice for niche brands and startups by crafting unconventional yet successful strategic visions with deep Cultural Insight. Leading multicultural teams of freelance specialists to develop impactful brand strategies and narratives, opening positive Client Relationship, He drives engagement across diverse markets and delivers exceptional creative results.
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Creative and Design Director.
 Revolver Requeen Venexia | May 2019 - Jan 2023
 He transformed a nascent concept into a compelling brand narrative, positioning Revolver Requeen as a groundbreaking case study in gender fluidity and securing its place as an exclusive brand. Pioneered distinctive private shopping experiences, seamlessly blending physical and virtual showroom aesthetics to heighten the brand's unique identity and establish its distinguished status
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Creative and Design Director APAC-Australia
 Braun Büffel | Jun 2017 - Dec 2023
 Led a team of over 15 people with strong team leadership to revitalize the brand design and aesthetic, achieving 40% revenue growth in five years, exceeding targets by 15%. He Implemented an online shopping experience with strategic vision and innovation saving 68% of revenue during the COVID-19 pandemic. Created high-profile collaborations with industry leaders, increasing brand visibility by 30% and average Innovatively revitalized watch and eyewear projects, enhancing communication aesthetics and driving customer engagement. Developed and launched high-impact advertising campaigns, increasing constantly brand awareness and business value. Spearheaded flagship boutique vision, amplifying brand recognition through immersive shop experiences.
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Creative and design consultant man and woman footwear main collection, runaway footwear collection.
 Trussardi | Jun 2017 - Aug 2019
 Achieved constant and high sales growth for the runway and limited-edition collections Elevated brand image through innovative image campaign projects.

Creative and Design direction (Advanced)

chief Creative Officer (Advanced)

Languages

English (Fluent)



● Head of Design

calvinklein | Feb 2009 - Oct 2016

He spearheaded the transformation of the Calvin Klein Man's Accessories Collection, achieving significant seasonal revenue growth.

He reimagined the Calvin Klein Jeans Accessories Collection for the Asian market, fostering strong regional sales.



● Head of Design

calvinklein | Feb 2009 - Oct 2016

Head of Design

CALVIN KLEIN JEANS

Man Leather goods and accessories Designer director

I have collaborated in the creation of iconic collections with significant commercial value, leaving a lasting creative legacy.

I have transformed and elevated basic collections to economic success through a bold vision in design.

I have driven innovation and creativity in leather goods and accessories, contributing to introducing innovative strategic visions. Demonstrating my experience as a design architect, developing collections of lasting value that delivered significant business value impact

● Founder

FABIOPANZERI | Jan 2007 - Now

Multidisciplinary Creative Collaborations

Conceptualised and executed groundbreaking design initiatives for niche and independent brands, consistently delivering double-digit brand value growth.

Masterminded the 2017 PIRELLI P-ZERO project, catapulting brand awareness by 30%.

Collaborated on a startup collection with Chiara Ferragni, achieving a remarkable 100% sell-out rate during the launch season.

Served as Creative Advisor for REPLAY (2016-18), spearheading a 20% growth in global brand value.

Received recognition for contributions to the design and aesthetics of niche perfumes and alternative packaging.

Conceptualised and launched DEORUM AETHERNA, a sophisticated furnishing objects collection seamlessly blending industrial materials with exclusive handcrafted scented candles, Establishing a niche brand renowned for its distinctive aesthetic and unique pieces.



● Head of Design - Man leather goods, Sneakers/footwear collections.

Dolce & Gabbana S.R.L. | Feb 2002 - Mar 2009

Drove seven consecutive years of 20%+ annual revenue growth.

He designed iconic Leather Goods and Belt collections, elevating brand image and prestige.

Leading the creation of the "ITALIA" Luxury Sneaker collection, achieving 15% average seasonal growth.



● Head of Design - Leather goods design consultant.

Ero | Jan 2001 - Feb 2002

Reorganized and redefined brand aesthetics, designed iconic monogram collection mixing historical fabrics design with modern leather goods shape.



● Designer - Man and Woman Leather goods and accessories collections.

HELMUT LANG | Sep 1997 - Aug 2002

Designed avant-garde leather goods and accessories, leading to the creation of brand icons that are still highly coveted today.

Innovatively crafted designs contributed to a solid increase in establishing the brand as a leader in avant-garde fashion.



- **Designer - Man and Woman Leather goods and accessories collections.**

PradaGroup | Jun 1997 - Aug 2002

Designer

Man and Woman Leather goods, small leather goods, belts.

Accessories designer collections.

Education & Training

- 2024 - 2024 ● **Project Management Institute (PMI)**
Certification Sustainability Strategies, Sustainability Strategies
- 2023 - 2023 ● **Harvard Business School online**
Certification Business Strategy, Business Strategy
- 2023 - 2024 ● **API Learning**
Certification Digital Leadership, Digital Leadership
- 2022 - 2023 ● **Project Management Institute (PMI)**
Certification Leading with Vision, Design
- 2022 - 2023 ● **National Association of State Boards of Accountancy (NASBA)**
Certification insights of decision-making, Management
- 2022 - 2023 ● **Project Management Institute (PMI)**
Certification The neuroscience of strategy and leadership, Business managing
- 2022 - 2022 ● **LinkedIn Learning Certificate of Completion**
Certification Managing self-motivation, Managing
- 1990 - 1993 ● **Istituto Moda e Abbigliamento Marangoni**
Degree, Art and Design