



MILANO | ITALY

Fondazione
Altagamma

MAFED

MASTER IN FASHION, EXPERIENCE & DESIGN MANAGEMENT



10th
M A F E D
ANNIVERSARY

18.04.2011
Celebrating the Decennial
2001-2011

Aula Magna - 1.00 pm
Via Gobbi, 5 - Milano

R.S.V.P. BY 1ST APRIL 2011
+39 02 5836 3168
CAREERS.MAFED@SDABOCCONI.IT
INVITATION STRICTLY PERSONAL
FORMAL DRESS CODE




- 1.00 pm Welcome, registration and light lunch
- 2.15 pm Welcome and greetings:
Stefania Saviolo, MAFED Director
Armando Branchini, Fondazione Altagamma
Carlo Rivetti, Fashion & Design Topic Leader Bocconi Alumni Association
- 2.45 pm **Roundtable: "Next managerial challenges in managing symbol intensive brands"**

Discussant: **Fabio d'Angelantonio** - Group Chief Marketing Officer - EVP, Sun and Luxury Retail, Luxottica

Participants: **Tomaso Galli** - Brand Management Consultant; **Nicola Giorgi** - Brand Director Hogan; **Giuseppina Rizzi** - Retail Manager Louis Vuitton Italy; **Alessandro Sartori** - Creative Director ZZegna
- 4.00 pm **Roundtable: "The challenge of people and talents"**

Discussant: **Stefania Saviolo**

Participants: **Silvia Bassino** - HR Director Hugo Boss; **Sofia Ciocchi** - Salvatore Ferragamo; **Roberto Farina** - HR Director Poltrona Frau; **Alina Perrin** - HR Director L'Oreal Luxury Goods, Italy; **Benedetta Zegna** - Talent Management Director, Ermenegildo Zegna
- 5.00 pm **Experiences from MAFED Alumni**

Discussant: **Erica Corbellini**

Participants: **Monica Cuellar** - MAFED 2005, Ralph Lauren-Geneva; **Kostantinos Deloudis** - MAFED 2006, Entrepreneur-Athens; **Nanie Navarro** - MAFED 2007, Yoox-Madrid; **Melina Megoulas** - MAFED 2008, Marc Jacobs-New York; **Peter Hamer** - MAFED 2009, Prada-Milano; **Liliane Radu** - MAFED 2010, Entrepreneur-Milano
- 6.30 pm **onwards** Aperitivo with Companies, Alumni and MAFED 2011 class

N.B. The list of guest speakers may change without prior notice.