

Stefania Saviolo

LECTURER

Competitive Strategy

STEFANIA.SAVIOLO@SDABOCCONI.IT

Biography

Stefania Saviolo is a Tenured Lecturer at the Department of Management and Technology at Università Bocconi.

From 2013 to 2015, she was Head of the Fashion & Luxury Knowledge Center at SDA Bocconi and, between 2002 and 2013, she was the Founder and Director of MAFED (Master in Fashion, Experience & Design Management). She has carried out numerous strategy and branding workshops for companies, International Business Schools and Institutions as well as consulting and coaching projects in Italy and abroad for major players operating in the beauty, fashion and design industry.

Her research focuses on business models innovation also with a view on sustainability, the management of fashion companies, brand and retail management in industries with high symbolic value. She is currently conducting research on how to design and implement customer and people experience strategies with a “signature” perspective.

She is the author of numerous books and articles which have been translated into several languages. Her works have been published in *Economia & Management*, *Enciclopedia Treccani*, and *Harvard Business Review China*, among others. She was a Visiting Scholar at Stern School of Business, New York University and at the National University of Singapore. She has been an independent Board Member of two listed companies where she has also served as President of the Remuneration Committees. In 2014, she launched the first online course (MOOC Massive Open Online Course) on Fashion & Luxury Management for the American Platform Coursera which has seen more than 250.000 students attending in ten years, followed in 2021 by the launch of the online executive course "Sustainable Fashion: Brand and Business Strategy Program" for the American platform Getsmarter.

Stefania earned a degree in Business Administration from Università Bocconi, a Ph.D. in International Law and Economics from Università degli Studi di Bergamo and an ITP (International Teachers Programme) at Stern School of Business. She has been a certified public accountant in Milan since 1995.

Teaching domains

Business Models

Value Chain Analysis

Competitive Positioning

Industry Analysis

Competitive Intelligence

ARTICLES IN SCHOLARLY JOURNALS

DI DIO ROCCAZZELLA M., SAVIOLO S.

Signature customer experience. Verso un'esperienza aumentata e firmata

Economia & Management, 2024, no. 3, pp.71-79

SAVIOLO S.

Tradizione e innovazione per la nautica di lusso

Economia & Management, 2022, no. 3, pp.19-27

CORBELLINI E. P., SAVIOLO S.

Come il sistema moda deve ripensare i suoi fondamentali

Economia & Management, 2020, no. 4, pp.70-74

PEDERSOLI P., SAVIOLO S.

Signature experience le persone al centro

Economia & Management, 2019, no. 3, pp.86-91

SAVIOLO S.

L'importanza di essere consumer centric

Economia & Management, 2016, no. 4, pp.18-21

SAVIOLO S., CORBELLINI E.

Expo 2015 e la moda milanese: le opportunità da cogliere

Economia & Management, 2012, no. 3, pp.64-74

SAVIOLO S.

China strategy for international luxury brands

Harvard Business Review China, 2007

SAVIOLO S.

Una valutazione strategica dei mercati dell'Asia orientale

Economia & Management, 1998, no. 4, pp.15-28

PRACTICE-ORIENTED BOOKS

SAVIOLO S.

The Power of Connection: The New Brand Strategy for Fashion, Beauty and Lifestyle Companies

Bocconi University Press – BUP, Milano, Italy, 2025

SAVIOLO S., MARAZZA A.

Lifestyle brands: a guide to aspirational marketing

Palgrave Macmillan, Great Britain, 2013

MARAZZA A., SAVIOLO S.

Lifestyle brand: le marche che ispirano la nostra vita

Rizzoli Etas, Milano, Italy, 2012

SAVIOLO S., CORBELLINI E.

Management in fashion and luxury companies

Rizzoli Etas, Milano, Italy, 2009

SAVIOLO S., CORBELLINI E.

L'esperienza del lusso. Mondì, mercati, marchi

Etas Libri, Milano, Italy, 2007

SAVIOLO S., TESTA S.

La gestión de las empresas de moda

Editorial Gustavo Gili, Spain, 2007

SAVIOLO S., TESTA S.

Le imprese del sistema moda. Il management al servizio della creatività

Rizzoli Etas, Italy, 2005

SAVIOLO S., CORBELLINI E.

La scommessa del Made in Italy e il futuro della moda italiana

Etas Libri, Milano, Italy, 2004

SAVIOLO S., GIANNELLI B.

Il licensing nel sistema moda. Evoluzione, criticità, prospettive

Etas Libri, Italy, 2001

EDITED BOOKS

DI DIO ROCCAZZELLA M., SAVIOLO S. (EDS.)

Augmented Signature Experience: Umanità, Dati e Tecnologie per ingaggiare il Cliente

Egea, Milano, Italy, 2024

SAVIOLO S. (ED.)

Contactless Signature Experience. Il futuro della relazione con il cliente tra fisico e virtuale

Egea, Milano, Italy, 2021

SAVIOLO S., BORNEY G. M. (EDS.)

The Branded Supply Chain: A New Perspective in Sustainable Branding

Bocconi University Press – BUP, Milano, Italy, 2021

SAVIOLO S. (ED.)

Signature Experience. Art And Science Of Customer Engagement For Fashion And Luxury Companies

Bocconi University Press – BUP, Milano, Italy, 2018

CASES IN INTERNATIONAL CASE COLLECTIONS

SAVIOLO S.

De Beers. Building Forever

2020, The Case Centre, Great Britain

COMMENTS, DISCUSSIONS, REPLIES IN JOURNAL

SAVIOLO S.

Doing Business in China - Strategie di posizionamento dei marchi del lusso

2006, Economia & Management, Italy

RESEARCH NOTES OR SHORT ARTICLES IN JOURNALS

SAVIOLO S.

Quale formazione per il made in Italy?

2008, Economia & Management, Milano, Italy

SAVIOLO S.

Made in Italy e innovazione

2004, Economia & Management, Milano, Italy
