

Erica Corbellini

Digital

ERICA.CORBELLINI@SDABOCCONI.IT

Via Bocconi 8, room 321

Tel. +39 02 5836.2139 Fax. +39 02 5836.6893

Curriculum Vitae

Erica Corbellini is Senior Lecturer of Strategy and Entrepreneurship at SDA Bocconi School of Management. She is Adjunct Professor of Management of Fashion Companies at Bocconi University.

In 1999, her collaboration with SDA Bocconi began. Since then, she has run numerous courses on different issues such as industry analysis and brand positioning, communication and digital strategies, omnichannel engagement and customer experience in fashion and luxury. She was Director of the Master in Fashion, Experience & Design Management (MAFED). She conducted numerous research and training projects in Europe, Asia and America with leading fashion and luxury brands.

Her research activities focus on topics related with fashion and luxury. In particular, she has analysed the digital transformation and customer centricity and business models' evolution both in fashion and luxury industries. She is also an expert of ingredient branding for the textile sector.

She is the author of numerous books and articles on the subject. Her works have been published in *Economia & Management* and *Impresa & Stato*, among others. Her books include "Management of Fashion Companies", written in English with Stefania Saviolo, also translated in Japanese and Chinese. She has been present in many international Universities as a lecturer in courses on fashion management, such as at the Simon Fraser University in Vancouver (Canada) and at the School of Business (ISB) in Hyderabad (India). She gave seminars on topics related to the strategic management of fashion and luxury companies in the international study tours of: CREA Ginevra; Esade Barcellona; ISEM Madrid; IFM Parigi; HEC Parigi; Athens University; Moscow State University; Fudan Shanghai; NYU Stern; Wharton Pennsylvania; Salem US; Eafit Colombia. She has designed for Coursera the online course "Management of Fashion and Luxury Companies" <https://www.coursera.org/learn/mafash>.

Erica earned a Degree in Business Administration from Bocconi University and an ITP (International Teachers Programme) at

Publications

Books

- Corbellini, Marafioti “Coniugare obiettivi economici e sociali per le imprese del sistema moda”, e-book Scritti in onore di Vittorio Coda, 2010
- Corbellini, Saviolo “Managing fashion and luxury companies”, Etas 2009
- Corbellini, Saviolo “L’esperienza del lusso. Mondi, mercati, marchi”, Etas 2007
- Corbellini, Saviolo, “La scommessa del Made in Italy e il futuro della moda italiana”, Etas 2004
- Carcano, Corbellini, Lojacono, Varacca, “Il mondo orafo fra tradizione e innovazione”, Etas 2002
- Edited by: Carcano, Catalani, Varacca, “Il gioiello italiano ad una svolta”, FrancoAngeli 2005, autrice del capitolo “Il valore del gioiello Made in Italy”
- Edited by: Airoidi, Zattoni, “Lo sviluppo imprenditoriale delle economie locali”, FrancoAngeli 2002, autrice dei capitoli “Il distretto dell’abbigliamento in pelle di Empoli” e “I clienti: i settori calzaturiero e della pelletteria”
- Edited by: Giannelli, Saviolo, “Il licensing nel sistema moda”, Etas 2001, co-autrice dei casi Calvin Klein, Dolce&Gabbana, Vespa-WP
- Edited by: Saviolo, Testa, “Le imprese del sistema moda”, Etas 2000, autrice del capitolo “Il processo di comunicazione”
- Edited by: Dematté, “e-business condizioni e strumenti per le imprese che cambiano, Etas 2001, coautrice di “Sulla rete senza rete? Un modello di valutazione della sostenibilità strategica dei business model su Internet”

Cases published in ECCH

- “Tod’s: Building and Developing a Contemporary Luxury Brand”
- “Patrizia Pepe: Advanced quick fashion”

Articles

- Curator of “Esercizi di style”, section of Ideas of Management on Strategy & Entrepreneurship, SDA Bocconi, since 2014
- Corbellini, Rinaldi “Se il prodotto industriale diventa marchio: il caso tessile”, Economia&Management, 2016
- “Il See now buy now. Verso una moda fast?” in economia & management 4/2016
- Corbellini, Saviolo “Expo 2015 e la moda milanese. Le opportunità da cogliere”, Economia&Management, 3/2012
- Corbellini, Rinaldi, Rota “Il brand Milano attraverso la Moda e il Design”, Economia&Management, n.1, 2011
- “Il vantaggio competitivo delle sfilate milanesi: fonti e sostenibilità” in economia & management 5/2007
- “L’evoluzione delle settimane milanesi della moda” in Impresa&Stato n. 72/2005
- CORBELLINI, E. - “Disruption: la disciplina dell’indisciplina” - 2014, Ideas Of Management On Strategy And Entrepreneurship, Italy
- CORBELLINI, E. - “Fashion bloggers: una moda destinata a durare?” - 2014, Ideas Of Management On Strategy And Entrepreneurship, Italy
- CORBELLINI, E. - “Transmedia storytelling: il cliente eroe della storia” - 2014, Ideas Of Management On Strategy And Entrepreneurship, Italy
- CORBELLINI, E. - “Masstige: applicare il dream factor al mass market. Rubrica “Esercizi di style”” - 2014, Ideas Of Management On Strategy And Entrepreneurship, Italy
- CORBELLINI, E. - “Ingredient branding: rendere l’invisibile visibile” - 2014