

# Stefania Saviolo

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## Competitive Strategy

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## Curriculum Vitae

Stefania Saviolo is Lecturer of the Department of Management and Technology at Bocconi University .

At SDA Bocconi from 2013 to 2015, she was Head of Fashion & Luxury Knowledge Center and, between 2002 and 2013, she was Founder and Director of MAFED (Master in Fashion, Experience & Design Management). She 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 fashion, luxury and design industry.

Her research activities focus on business model innovation, fashion, luxury and design management, brand management, China strategies. Currently, she is studying the customer centric transformation of business models in fast moving consumer goods.

She is the author of numerous books and articles on fashion and luxury management translated in several languages. Her works have been published in *Economia & Management*, *Enciclopedia Treccani*, and *Harvard Business Review China*, among others. She was Visiting Scholar at Stern School of Business New York University and at National University of Singapore. She is independent Board Member of two listed companies. In 2014, she launched the first online course (MOOC Massive Open Online Course) on Fashion & Luxury Management for the American Platform *Coursera* with more than 100.000 attending students in two years.

Stefania earned a Degree in Business Administration from Bocconi University, a Ph.D. in International Law and Economics from Bergamo University and an ITP (International Teachers Programme) at Stern School of Business. She is public accountant in Milan since 1995.

## Publications

### Books

- Managing Creativity and Creative Processes in Symbol-intensive Companies, EGEA, Milano, 2016
- (with Antonio Marazza), Lifestyle brands. A Guide to Aspirational Marketing. Palgrave Macmillan, 2013
- (with Antonio Marazza) Lifestyle branding, Rizzoli ETAS Libri, Milano, 2012
- L'eccellenza imprenditoriale nelle aziende della moda, Scritti in Onore di Vittorio Coda, EGEA, 2010
- (with E. Corbellini) Management in fashion and luxury companies, ETAS Libri, Milano 2009
- (with E. Corbellini) L'esperienza del lusso, ETAS Libri, Milano 2007
- (with E. Corbellini) La scommessa del Made in Italy, ETAS Libri, Milano 2004
- (with S. Testa), Strategic Management in the Fashion Companies, ETAS Libri, Milano, 2001
- (with B. Giannelli), Il Licensing nel Sistema Moda. Evoluzione e prospettive, ETAS Libri, Milano 2001
- (with S. Testa), Le imprese della moda. Management al servizio della creatività, ETAS Libri, Milano, 2000

### Articles

- Corbellini, E., Saviolo, S. "Expo 2015 e la Moda Milanese", *Economia & Management*, 3/2012
- "Il posizionamento dei marchi del lusso in Cina" *Economia & Management*, n° 5 2006
- "China strategy for international luxury brands", *Harvard business Review China* June 2006
- "Dal vantaggio di posizione al vantaggio di relazione. Il caso Levi's" in *Economia & Management* n.5, 2001
- "Una Valutazione Strategica dei Mercati dell'Asia Orientale" in *Economia & Management* n.6, 1998
- "Gestire l'Identità di Marca nella Moda", in *Economia & Management* n. 5, 1997

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