

CURRICULUM
VITAE

MANUEL
LUCIANO

TRIGLI-WEIDENHILLER
COMPANY FOUNDER
CONSULTANT



— MANUEL — LUCIANO

TRIGLI-WEIDENHILLER
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— BRANDS —
FOUNDATION



WWW.MANUELLUCIANO.COM



ELEVEN ELFS

WWW.ELEVENELFS.COM



PROFILE

TEN YEARS OF EXPERIENCE

as entrepreneur and managing director

STRENGTHS

- Entrepreneurial mindset as well as working on my own responsibility
- Structured results-oriented management
- Strategic mindset combined with a pragmatic ability to implement ideas etc.
- Conflict and solution management Analytical strength plus creativity
- Existing international fashion network in the fields of production, design and sales/distribution
- Good practical and theoretical skills in project management
- Comprehensive understanding of consumers
- Research of resources (globally)

SKILLS:

- Professional appearance, very good communication and presentation skills
- Personnel management by interpersonal skills
- Conceptual skills
- Pronounced intercultural expertise in management
- Very good negotiating skills and persuasive power



EXPERIENCE

ESTABLISHMENT AND EXPANSION

of brands and the introduction into the fashion industry

BRAND MANAGEMENT

- More than ten years of experience in brand management
- Development and establishment of brands
- Analysis, planning and realization
- Responsibility for the achievement of set objectives of the brand
- Implementation of new brand and communication strategies to improve the market position
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- Initiation and management of the development of new products up to the market introduction

SALES / MARKETING

- Agencies management
- Establishment of a sales network/structure
- Processing of contracts for agencies or importers
- National and international agency sourcing
- Preparation of export calculations for different international countries
- Wholesale-/retailpricing country-specific
- Sales/marketing coaching for sales optimization
- Preparation of store concepts / shop-in-shop / corners
- Visual branding internally and externally
- Management merchandising and public relations

MARKETING

- Development and implementation of the marketing measures
- Responsibility for marketing budgets
- Control of social media
- Analyses of micro-/macro market
- Modernization and set-up of sales platforms
- Direct- und online marketing
- Customer retention and relationship marketing
- Development and introduction of new products
- Founding of the online sales based on a market analysis

PRODUCER & LOGISTICS

- Preparation of the import/export calculation
- Optimization of the value-added-chain from the product development to the consumer
- Contract/price negotiation of producers
- Settlement cycle of the merchandise logistics: order – shipment - billing
- Efficiency analysis

HUMAN RESOURCES

- Functional management and motivation of employees
- Efficient hiring and appraisal interviews
- Management of the payroll accounting and the personnel controlling
- Result-oriented annual appraisal interviews (target-actual)



LANGUAGES

GERMAN:		NATIVE LANGUAGE
ENGLISH:		BUSINESS ENGLISH
FRENCH:		BASIC SKILLS
ITALIAN:		BUSINESS ITALIAN



PERSONAL SKILLS



WORK EXPERIENCE

2012 - TODAY / MANAGING DIRECTOR ELEVEN ELFS

- 2010 Founding of the secondary brand Eleven Elfs in the premium segment **"Eleven Elfs"** shall enhance the company's cash flow
 - Focus on product selection
 - Countries with the highest sales: Germany, Austria and Switzerland
- Expansion of the distribution channels to Scandinavia and Canada as distributor
- Launch of the own online shop as well as opening of the concept showroom and headoffice in Munich
 - Personnel extension to 11 employees
 - Generated sales figures in the single-digit million range

2011 - TODAY/ CHANGE OF THE COMPANY'S NAME

- Change of name of the brand **"ML e.k."** in **"ML GmbH"** with the position of the managing director / owner
- Positioning of the brand in the luxury segment with the countries with the highest sales: Germany, France, Russia
 - Expansion of the distribution channels into the Emirates
 - Generated sales figures in the single-digit million range

2007 - TODAY/ MANAGING DIRECTOR AT MANUEL LUCIANO

- Change of the brand **"Champagne on Ice"** in **"Manuel Luciano e.k."** Munich

JAN 2005 - JAN 2007 / CHAMPAGNE ON ICE

- Founding of the own fashion brand **"Champagne on Ice"** based in Munich

JUL 2001 - AUG 2001 / MERRILL LYNCH

- Executive assistant of Merrill Lynch in Munich;
 - Responsible for the division research, investment counseling purchase/sale on the Bloomberg System / Munich

APR 2000 - MAY 2001 / FONDEX- Asset Management

- Permanent employment as a broker
 - Responsible for the division customer and trading in securities

SEP 1999 - MAR 2000 / SELL BY TELL

- Team supervisor for the division human resources management in the automotive sector project Renault - France / Nuremberg

SEP 1999 - MAY 2000 / DLR EXAM

- Knowledge test to get the flight license at the German Aerospace
 - Passed with 86%; the exam's failure rate amounts to 80%

MÄR 1999 - JUL 2000 / IKON

- Pilot training at the IKON Nuremberg for the flight license PPL /ATPL

MAR 1999 - JUL 2000 / ALTERNATIVE SERVICE- ASB

- 11 months of alternative service with the Workers' Samaritan Federation Nuremberg
 - Transport service of severely disabled persons and students



PROFESSIONAL SKILLS

KNOW - HOW

Branding 

Budgeting 

Production 

Sales 

Design 

Controlling 

Development 

Marketing 

DIGITALE MEDIEN


Photoshop 

Illustrator 

3D Max 

Indesign 

After Effect 

Premiere 

Microsoft 



FREELANCE

JAN 2006 - TODAY

MANUEL LUCIANO GMBH

- Consulting for various fashion companies/agencies
- Creative purchasing for the concept store "Renate Schuler" in the luxury and premium segment for women's wear/men's and boys' outerwear/accessories and interior design
- Budgeting and controlling of the purchasing volume based on the bestsellers/ non-sellers analysis
- Responsibility for proper presentation of merchandise / visual merchandising
- Collection purchase and order visits at the Fashion Week Milan, Paris and Berlin as well as at the interior & accessories trade fairs Trend-Set and Ambiente



EDUCATION

FEB 2004 - SEP 2005 / BAW

- Studies at the Bavaria Academy for Business and Economy; degree marketing business administration with the thesis "Founding of a fashion brand"

JUL 2001 - JUL 2003 / DIGITALES MEDIA DESIGN

- Studies at the Macromedia: Digital Media Design
Degree: Digital Media Designer
Award for the development of the first 3-D golf course with GPS system

SEP 1995- JUL1997 / BACHELOR DEGREE

- Institut auf dem Rosenberg / St. Gallen - Switzerland
English A-levels as well as High School Degree / USA

JUL 1993- JUL 1994 / GCSE-SECONDARY SCHOOL

- Langley School / Norwich - England: completion of the secondary school leaving certificate abroad