

CURRICULUM VITAE

Adelaida Musi Indacochea

Current Motivation

To create a harmonious and healthy work environment, enhance the talents of each member of the group and become a successful and unbeatable team.

Career to date:

02.2017-Current

MILAN LAUREATE UNIVERSITIES (DA AND NABA)

- Ambassador for both Universities in Peru and Argentina.
- Promoting all creative careers and Milan as an ideal city for students.

01.2014-Current

FASHION FILM FESTIVAL MILANO, www.fffmilano.com

- **Fundraiser** since the first edition. For a successful fashion & film event created and directed by Constanza Cavalli Etro. Proposed and sold the formula to several current sponsors of FFFMilano.

05.2015-30.10.2016

SANTONI SPA

- **Sales and Product Manager Santoni Ladies Shoe Collection**
- Responsible for reaching a prefixed budget with a 20% boost per season. This was achieved in three consecutive seasons.
- Communicate precise market feedback to the design team for shoes, sneakers and bags before and during the designing of the collections.
- Coordinate with the marketing department for adequate representation of sales in the ADV Campaigns.
- Shape events in collaboration with main department stores worldwide

11.2014-05.2015

CHARLOTTE OLYMPIA

- *Merchandiser* for Sales campaign.

09.2008-11.2014

PRADA SPA

- *Merchandiser* for Men's and Women's RTW and accessories collections.

01.2014-05.2014

COMMERCIAL OFFICE OF PERU IN MILANO

- **Consultant**

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- Reestablishment of the offices in Milan which had been absent for 15 years.
- Public Relations and Marketing promotion in Italy for the event PERUMODA.

2012-2013

TURQUESE IIC

- **Consultant** to the owner Katherine Minoli during the start-up of her sophisticated Made in Italy line of water-wear for men.
- The brand's online and flagship store continue working successfully three years later.

2000-2005

AMANO

- **Owner**
- Established, designed, produced and marketed own line of clothing which was sold worldwide.
- The brand's name "Amano" means "hand-made" as it was a womenswear line which brought together the finest work executed by the best artisans available in Peru. In less than a year, the unique pieces reached 50 of the most prestigious windows Worldwide. The brand was sold to the Incalpaca TPX group in 2005.

1997-2004

FASHION WORK LIBRARY CLUB

- **Partner**
- **First center of fashion information in Milano**
- Created a center for fashion research in Milan.
- Spearheaded fundraising initiatives.
- Created PR events of space and activities

1996-2000

MINISTERIO DE INDUSTRIAS PERU

- **Public Relations**
- The aim was to create a hub of fashion in Lima (later became PERUMODA) with the talent and knowledge of Italian designers.
- Several trips to Peru were held with the key players from the textile industry in Italy .

Education

- Bachelor in Economics- Pontificia Universidad Católica, Lima- Peru

Languages

- Spanish - Native language
- English - Full professional proficiency
- Italian - Full professional proficiency
- French - Basic business level