

BP  
G

Brand Partners Group

People  
Experience  
Ideas



BP  
G

[CLICK FOR VIDEO](#)

We believe in the power of Co-Creation,  
in the magic of Imagination  
and in Simplicity, as the ultimate Sophistication.

*We Create,  
Develop and Activate  
Powerful Brand Experiences*

We Connect,  
Build and Grow  
Talents, Projects and Ideas



We are a contemporary  
Brand Advisory Platform and Incubator.  
A global network of Lifestyle Innovators.

*We are humans, surfing the digital era.*





Alessandro  
Carnicella

CEO & Founder  
BASED IN MILAN  
Ex Ferrari, Bugatti, BCG



Stefano  
Saporetto

Senior Advisor  
BASED IN LONDON & ROME  
Ex Olympics, UEFA, Ferrari



Veronica  
Civiero

Senior Advisor  
BASED IN MILAN & VENICE  
Ex Meta, L'Oreal, P&G  
Milano Cortina Digital Strategy



Ronnie  
Madra

Partner & Senior Advisor  
BASED IN NEW YORK  
Ex Live Nation, MTV, 1OAK



Carl  
Gurdjian

Partner  
BASED IN PARIS  
PHG International, Formula E



Silvia  
Rebuli

Senior Advisor  
BASED IN MILAN  
Ex Safilo, Fendi, Givenchy, Ferrari



Roberto  
Serafini

Senior Advisor  
BASED IN MILAN  
Ex L'Oreal, Armani Beauty



Maurizio  
Marchiori

Senior Advisor & Board Member  
BASED IN NEW YORK  
Ex Diesel, OTB Group



Silvia  
Angeli

Senior Advisor  
BASED IN MILAN  
Ex Giacomo Santucci, Neil Barrett



James  
Burr

Founder & CEO At YMEE  
**BASED IN NEW YORK**  
BPG Creative Partner



Stefano  
Galassi

Senior Advisor  
BASED IN DUBAI  
Ex Vogue, Luxottica, Accenture  
Metaverse & Innovation Strategy



Donatella  
Zappieri

Senior Advisor  
BASED IN GENEVA  
Ex Swarovski Executive



What We Do

Advisory  
Incubation  
Partnerships

# Brand Advisory



Strategy  
Positioning  
Branding / Re-branding  
Experience  
Communication  
Digital  
Distribution  
Brand Management  
Brand and Concept Development  
Brand Extension

**BPG** combines vision, network, and experience in supporting key players and decision makers with a unique, integrated strategic and operation approach

# Brand Incubation

Go to Market Strategy  
Business Planning  
Marketing & Communication  
Brand Identity  
Funding  
Investors Scouting  
Mentoring  
Network Activation  
Brand Launches  
Business Development  
Merger and Acquisition  
Board Advisory  
Work for Equity

**BPG** scouts and develop innovative projects and startups within the lifestyle industries focusing on providing a 360 degree support to their growth

# Brand Partnerships

Sponsorships  
Licensing  
Collaborations  
Partnerships Scouting  
Partnerships Management  
Activations  
Co-Marketing  
Co-Branding

**BPG** develops high-level relationships, brand activations and collaborations with international platforms, within the arts, culture, design, sport, entertainment and lifestyle industries.

*dream*



# BPG Factory



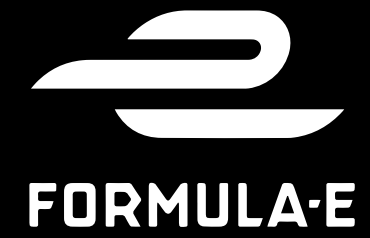
THE FUTURE  
IS YOURS  
TO CREATE



GOOD  
VIBES

Our Experience

L'ORÉAL  
PARIS



ARMANI  
beauty

DIESEL®

CONDÉ NAST



•PINALLI

LVMH  
L CATTERTON

PORSCHE

BORBONESE

Clementoni®

Off-White™

amfAR

STONE ISLAND

MSGM



BALDININI

IWC  
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1-OAK  
LIVE NATION

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SWAN

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Our Creative Partners

**SMALL**

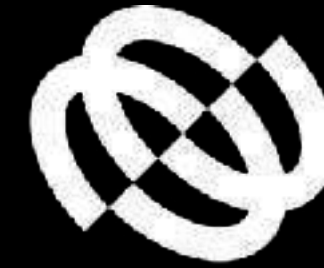
**MONKEY BUSINESS**

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**fsbgroup**

**v/e**

**BORDEL**

**KARLA OTTO**

**ROMAIN REGLADE**

**COOKIES**



**GERMAN LARKIN**

**management BOLD**

**COSMIC**



**WHY NOT**

**dilemma**



**THE HOUSE OF**

**PHG**

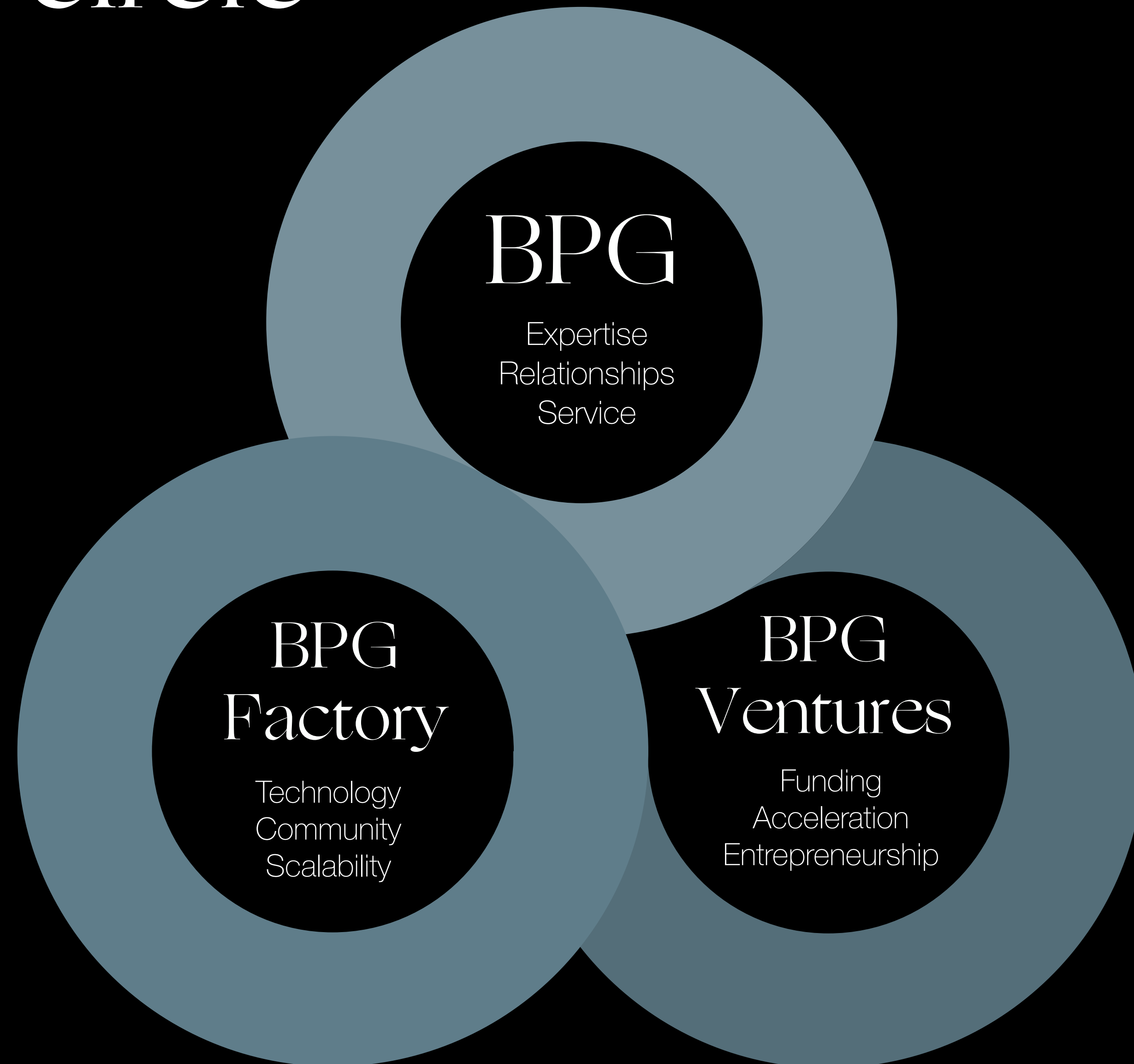


**CLUBSWAN**  
RACING





# A virtuous circle



## Brand Partners Group Rethinks the Strategic Consulting Business

A former executive at Ferrari and Lands' End, Alessandro Carnicella teamed with international experts to offer innovative brand advisory and incubation.

By **Alessandra Turra** on October 9, 2018



Alessandro Carnicella  
Lorenzo Brighelli

the business of sustainable fashion start-up Renoon.  
Established in 2020 by an Italian team who met in Amsterdam and that includes Iris Skram, Nicolò Tresoldi, Gabriele Trapani and Pieri Puttini, Renoon is a search platform for sustainable fashion. Renoon, which is supported by consulting firm Brand Partners Group as part of E Herres B Wonder – Women move forward initiative aimed at boosting female entrepreneurship, collects products and brands that meet a series of eco-friendly standards. No shopping transaction is finalized on the platform, in fact after selecting a product, shoppers are redirected to the wholesalers.

Spotify, oltre che **C.L.A.S.S. l'eco-hub internazionale** e punto di riferimento nel mondo moda e tessile. Inoltre, la start-up, a guida femminile e che ha come brand advisor e mentor **Alessandro Carnicella** e la sua Brand Partners Group, la piattaforma di Advisory e Brand Development che si sta affermando come punto di riferimento internazionale per i brand e le startup più innovativi e promettenti del mondo Fashion, Luxury e Lifestyle, è stata selezionata da **Prada** tra le 10 startup più promettenti sulla scena Fashion Tech durante il programma di StartupBootcamp a Milano lo scorso anno.



### LATEST NEWS



BUSINESS  
**Brand Partners Group Rethinks the Strategic Consulting Business**

56m • Alessandra Turra



# Thank You



Brand Partners Group

[www.brandpartnersgroup.com](http://www.brandpartnersgroup.com)