

APPAREL AND ACCESSORIES

Safilo looks to ramp up ecommerce with digital transformation officer

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Safilo's revenue was up by 12 percent in Asia. Image credit: Max Mara

By STAFF REPORTS

Eyewear maker Safilo Group has hired Andrea Bulgarelli as its digital transformation officer, leading the company's direct-to-consumer strategy.

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Mr. Bulgarelli comes to Safilo from the fashion world, having worked at both Max Mara and Benetton in ecommerce and digital roles. Digital, including omnichannel distribution, is a key part of Safilo's plan to turn around its financial performance by 2020.

Digital direction

Mr. Bulgarelli was most recently at Benetton, where he regrouped the management of the consumer digital touchpoints into a centralized hub.

Prior to that, the executive was at Max Mara Group, where he built the fashion brand's ecommerce platforms.

Safilo is looking to build up its own direct-to-consumer business.

"Digital is at the core of our growth and development strategy, we are therefore very happy that Andrea is joining our company," said Angelo Trocchia, CEO of Safilo Group, in a statement. "With his leadership we can finally accelerate our ecommerce business, further substantiating our digital transformation.

"With his extensive experience in the fashion industry focusing on omnichannel retailing, brand digital identity and digital evangelization, we are now well set to implement our digital strategy, a key pillar of our 2020 plan," he said.



Andrea Bulgarelli. Image courtesy of Safilo

Mr. Bulgarelli will be based in Padua, Italy, and will report to Mr. Trocchia.

In the first half of the year, Italian eyewear maker Safilo saw declining sales in major markets such as Europe and America while experiencing growth in developing markets around the world.

As part of the brand's results for the first six months of the year, Safilo saw an overall decline in revenue. While it may be down for the first half of year and potentially the second, Safilo remains confident it can be back on track by 2020 ([see story](#)).

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