

Stefania Saviolo

Lecturer



Knowledge Group: Strategy and Operations

Research Domains: Competitive Strategy

Teaching Domains: Business Models, Value Chain Analysis, Competitive Positioning, Industry Analysis, Competitive Intelligence

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Biography

Stefania Saviolo is a Tenured Lecturer at the Department of Management and Technology at Università Bocconi.

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

Her research focuses on business models innovation also with a view on sustainability, the management of fashion companies, brand and retail management in industries with high symbolic value. She is currently conducting research on how to design and implement customer and people experience strategies with a “signature” perspective.

She is the author of numerous books and articles which have been translated into several languages. Her works have been published in *Economia & Management*, *Enciclopedia Treccani*, and *Harvard Business Review China*, among others. She was a Visiting Scholar at Stern School of Business, New York University and at the National University of Singapore. She has been an independent Board Member of two listed companies where she has also served as President of the Remuneration Committees. In 2014, she launched the first online course (MOOC Massive Open Online Course) on Fashion & Luxury Management for the American Platform Coursera which has seen more than 250.000 students attending in ten years, followed in 2021 by the launch of the online executive course "Sustainable Fashion: Brand and Business Strategy Program" for the American platform Getsmarter.

Stefania earned a degree in Business Administration from Università Bocconi, a Ph.D. in International Law and Economics from Università degli Studi di Bergamo and an ITP (International Teachers Programme) at Stern School of Business. She has been a certified public accountant in Milan since 1995.

Practice-Oriented Books

The Power of Connection: The New Brand Strategy for Fashion, Beauty and Lifestyle Companies

SAVIOLO, S. - "The Power of Connection: The New Brand Strategy for Fashion, Beauty and Lifestyle Companies" - 2025, Bocconi University Press - BUP, Milano, Italy

Lifestyle brands: a guide to aspirational marketing

SAVIOLO, S., A. MARAZZA - "Lifestyle brands: a guide to aspirational marketing" - 2013, Palgrave Macmillan, Great Britain

Lifestyle brand: le marche che ispirano la nostra vita

MARAZZA, A., S. SAVIOLO - "Lifestyle brand: le marche che ispirano la nostra vita" - 2012, Rizzoli Etas, Milano, Italy

Management in fashion and luxury companies

SAVIOLO, S., E. CORBELLINI - "Management in fashion and luxury companies" - 2009, Rizzoli Etas, Milano, Italy

La gestión de las empresas de moda

SAVIOLO, S., S. TESTA - "La gestión de las empresas de moda" - 2007, Editorial Gustavo Gili, Spain

L'esperienza del lusso. Mondi, mercati, marchi

SAVIOLO, S., E. CORBELLINI - "L'esperienza del lusso. Mondi, mercati, marchi" - 2007, Etas Libri, Milano, Italy

Le imprese del sistema moda. Il management al servizio della creatività

SAVIOLO, S., S. TESTA - "Le imprese del sistema moda. Il management al servizio della creatività" - 2005, Rizzoli Etas, Italy

La scommessa del Made in Italy e il futuro della moda italiana

SAVIOLO, S., E. CORBELLINI - "La scommessa del Made in Italy e il futuro della moda italiana" - 2004, Etas Libri, Milano, Italy

Il licensing nel sistema moda. Evoluzione, criticità, prospettive

SAVIOLO, S., B. GIANNELLI - "Il licensing nel sistema moda. Evoluzione, criticità, prospettive" - 2001, Etas Libri, Italy

Other

Un marchio da difendere

SAVIOLO, S., "Un marchio da difendere", Fortune Italia, September 2025, pp. 31-33

Edited Books

Augmented Signature Experience: Umanità, Dati e Tecnologie per ingaggiare il Cliente

DI DIO ROCCAZZELLA, M., S. SAVIOLO (Eds.), "Augmented Signature Experience: Umanità, Dati e Tecnologie per ingaggiare il Cliente" - 2024, Egea, Milano, Italy

The Branded Supply Chain: A New Perspective in Sustainable Branding

SAVIOLO, S., G. M. BORNEY (Eds.), "The Branded Supply Chain: A New Perspective in Sustainable Branding" - 2021, Bocconi University Press - BUP, Milano, Italy

Contactless Signature Experience. Il futuro della relazione con il cliente tra fisico e virtuale

SAVIOLO, S. (Ed.), "Contactless Signature Experience. Il futuro della relazione con il cliente tra fisico e virtuale" - 2021, Egea, Milano, Italy

Signature Experience. Art And Science Of Customer Engagement For Fashion And Luxury Companies

SAVIOLO, S. (Ed.), "Signature Experience. Art And Science Of Customer Engagement For Fashion And Luxury Companies" - 2018, Bocconi University Press - BUP, Milano, Italy

Articles in Scholarly Journals

Signature customer experience. Verso un'esperienza aumentata e firmata

DI DIO ROCCAZZELLA, M., S. SAVIOLO, "Signature customer experience. Verso un'esperienza aumentata e firmata", *Economia & Management*, 2024, no. 3, pp. 71-79

Tradizione e innovazione per la nautica di lusso

SAVIOLO, S., "Tradizione e innovazione per la nautica di lusso", *Economia & Management*, 2022, no. 3, pp. 19-27

Come il sistema moda deve ripensare i suoi fondamentali

CORBELLINI, E. P., S. SAVIOLO, "Come il sistema moda deve ripensare i suoi fondamentali", *Economia & Management*, 2020, no. 4, pp. 70-74

Signature experience le persone al centro

PEDERSOLI, P., S. SAVIOLO, "Signature experience le persone al centro", *Economia & Management*, 2019, no. 3, pp. 86-91

L'importanza di essere consumer centric

SAVIOLO, S., "L'importanza di essere consumer centric", *Economia & Management*, 2016, no. 4, pp. 18-21

Expo 2015 e la moda milanese: le opportunità da cogliere

SAVIOLO, S., E. CORBELLINI, "Expo 2015 e la moda milanese: le opportunità da cogliere", *Economia & Management*, 2012, no. 3, pp. 64-74

China strategy for international luxury brands

SAVIOLO, S., "China strategy for international luxury brands", Harvard Business Review China, 2007

Una valutazione strategica dei mercati dell'Asia orientale

SAVIOLO, S., "Una valutazione strategica dei mercati dell'Asia orientale", Economia & Management, 1998, no. 4, pp. 15-28

Cases in International Case Collections

De Beers. Building Forever

SAVIOLO, S. - "De Beers. Building Forever" - 2020, The Case Centre, Great Britain

Research Notes or short Articles in Journals

Quale formazione per il made in Italy?

SAVIOLO, S., "Quale formazione per il made in Italy?", Economia & Management, 2008, no. 4, pp. 58-59

Made in Italy e innovazione

SAVIOLO, S., "Made in Italy e innovazione", Economia & Management, 2004, no. 5, pp. 46-47

Comments, Discussions, Replies in Journal

Doing Business in China - Strategie di posizionamento dei marchi del lusso

SAVIOLO, S., "Doing Business in China - Strategie di posizionamento dei marchi del lusso", Economia & Management, 2006, no. 5, pp. 23-33