



FIORUCCI 2025 / VIRTUAL STORE SAN BABILA

FIORUCCI

Direttore Creativo: **Francesca Murri**

CEO: **Alessandro Pisani**

LePub

Global CEO LePub, CCO LePub Worldwide: **Bruno Bertelli**

Global Chief Creative Officer: **Cristiana Boccassini**

Co-Chief Creative Officer: **Mihnea Gheorghiu**

Executive Creative Director & Chief invention officer: **Andrey Tyukavkin**

Head of Art: **Andrea Ferlauto**

Creative Directors: **Stefano Zanoni, Beatrice Mari**

Associate Creative Director: **Roberto Ardigò, Giuseppe Vescovi**

Junior Art Director: **Vincenzo Russo**

Junior Copywriter: **Alessandro Traverso**

Junior Designer: **Achille Nasard**

Global Head of PR & Communication: **Isabella Cecconi**

Head of Client Services: **Giada Salerno**

Account Director: **Marta Dell'Adami**

Client and Operations Manager: **Stefano Girardi**

PRODUCTION: Monogrid

Executive Creative Director: **Francesco Bernabei**

Creative Lead: **Valentina Trevisanello**

Creative: **Riccardo Lucii, Carolina Ronchi**

Producer: **Davide Grigatti, Angelo Valle**

3D Lead: **Mario Bernaudo**

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3D Artist: **Lorenzo Lastrucci, Aron Forti**

Tech Lead Web: **Daniele Pelegatti**

Frontend Dev: **Merlin Royer**

Graphic Designer: **Sara Pignatone**