

A close-up photograph of a woman with short, straight black hair. She is looking slightly to the right of the camera with a neutral expression. In the foreground, she is holding a dark, faceted geometric object, possibly a piece of jewelry or a prop, which has a complex, crystalline structure with many flat surfaces and sharp edges. The background is a plain, light-colored wall.

# Conversations on Digital Fashion Communication



# How to communicate luxury menswear: Lessons learned on content creation and PR

## Conversation with Umberto Angeloni

**Monday,  
23 November 2020  
19.00 – 20.30**

### Online conference

For more information and to register:  
[mdfc@usi.ch](mailto:mdfc@usi.ch)

Organized by the  
Master in:  
Digital Fashion  
Communication  
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Fashion is undergoing a major digital transformation, which is touching all its facets, layers, and processes. Luxury fashion menswear has not been exempted from the impact of digitalization, which has transformed the field through the use of new information and communication technologies (ICTs) – which can be referred to, in short, as “digital fashion”:

- ICTs are used to design, produce, and distribute fashion products;
- ICTs impact marketing and sales;
- ICTs are extensively used in communication activities with all relevant stakeholders and contribute to co-creation in the fashion world.

This conversation will focus on communication and PR related aspects, both offline and online with a particular focus on luxury menswear.

Umberto Angeloni was born in Rome, where graduated in Economics at Università La Sapienza. Later on, he obtained an MBA from the University of Western Ontario, Canada. From 1990 to 2007 Angeloni was co-owner and CEO of Brioni, transforming the company from a manufacturer of quality men's clothing into a group with a leading luxury lifestyle brand identity, reaching a turnover of €200 million. In 2009 he has founded the brand UMAN, and from that year until 2017 has been the President and CEO of Caruso Spa. Umberto Angeloni has been president of Classico Italia and Ente Moda Italia, as well as board member of Altagama.