



# STEFANO CECCHI

## / TIMELINE



**1989**

Maturità classica



**1990**

Notre Dame College, San Francisco California



**1991**

UCSD, University California San Diego (Extension Program)



**1992**

Coleman College, La Mesa California (OAS degree)



**1993 / 1996**

AIUL, American Intercontinental University of London  
(Business Administration degree)



**1996 / 1998**

Founded Wild International Model Management London UK  
(President)



**1998 / 2000**

Next Management United Kingdom / [nextmodels.com](http://nextmodels.com)  
(President)



**2000 / 2003**

San Carlo dal 1973 Department Stores / [sancarlodal1973.it](http://sancarlodal1973.it)  
(President)



**2001**

Founded Stefano Cecchi Records Holding Co. / [stefanocecchirecords.com](http://stefanocecchirecords.com)  
(President)



**2002 / 2005**

George V Italia SRL (Buddha Bar) / [buddhabar.com](http://buddhabar.com)  
(President)



**2003**

Entered in partnership with Hydrogen SRL / [hydrogenjeans.com](http://hydrogenjeans.com)



**2003**

Founded Music Architecture London Ltd / [musicarchitecture.com](http://musicarchitecture.com)  
(Marketing Leading Team)



**2003 / 2004**

Torino Calcio 1906 SPA / [torinofc.it](http://torinofc.it)  
(Board of Directors, Marketing Leading Team)



**2004**

Entered in partnership with Bikinifuxia e Melody Maker Spain SL / [stefanocecchi.com](http://stefanocecchi.com)



**2010**

Published Book "10 anni 1000 Progetti" / [issuu.com](http://issuu.com)



**2011**

Published Book "Play" / [amazon.com](http://amazon.com)



**2014**

Strategic partnership with NBK - Nasser Bin Khaled Al Thani / [nbks.com](http://nbks.com)  
(Al Thani Holding Qatar - Entertainment/F&B/Digital Divisions)



**2015 / 2016**

Borsalino / [borsalino.com](http://borsalino.com)  
(International Marketing Director)



**2016**

Strategic partnership with Alifood International - GCC Qatar / [alifoodsrl.com](http://alifoodsrl.com)  
(Digital Marketing Manager)



**2017**

Tankoa Yachts / [tankoa.it](http://tankoa.it)  
(Brand Ambassador - GCC Qatar)



**2017**

Baglioni Hotels / [baglionihotels.com](http://baglionihotels.com)  
(Brand Ambassador)



**2017**

Balich Worldwide Shows Corporation / [balichws.com](http://balichws.com)  
(Brand Ambassador)



**2017**

Rebrand and relaunch family's brand Gelati Cecchi 1936 / [gelaticecchi.com](http://gelaticecchi.com)  
(President)



**2019**

Entered in partnership with fund Holding Industriale – HIND / [hind.it](http://hind.it)  
(Cecchi Delgea Strategic Advisor)



**2021**

Launch the London-based private equity vehicle Fondo per l'Arte LLP / [sctcollection.co.uk](http://sctcollection.co.uk)  
(Key Shareholder, Designated Partner, Founder & CEO)



## / BIO

**Stefano Cecchi** (Turin, 1971), entrepreneur and creative manager, grew up in the USA and in Great Britain, where he graduated in 1993, the same year he began his entrepreneurial activity. He opened and developed fashion agencies in London in the 1990s (Wild, Next London). In 2000 he founded a record label (Cecchi Records – 60 current albums), bringing Buddha Bar to Italy and launching music architecture projects for top fashion houses (Fendi, Tod's, Zegna, Vogue, Diesel, Maserati, Swatch).

He contributed to the creation of clothing brands (Hydrogen, BKFX, Melody Maker) and the opening of department stores (San Carlo dal 1973).

During the decade from 2000 to 2010, he worked with over 100 multinational companies, developing complete projects that include everything from press campaigns to co-marketing, co-branding, image and corporate identity work. In April 2010, he was invited to present the "Lifetime Achievement Award" to the career of Michael Jackson which he gave to his sister La Toya.

From 2010 to 2015, he published two books, one autobiographical (PLAY) and the other an anthology of his projects (10 years, 1000 projects), and he went into partnership in the Middle East with Sheikh Al-Thani (NBK) and Alifood International.

In 2015, he took on the role of Marketing Director of the Borsalino company where he designed the Marketing Plan during the acquisition by the Haeres Equita investment fund. In 2016/2017, he was appointed Brand Ambassador for the GCC Qatar region by Tankoa Yachts. At the same time he was appointed Brand Ambassador for Baglioni Hotels and Balich Worldwide Shows. Since 2017, along with his institutional roles, he has devoted his time and attention almost entirely to the Food & Beverage sector.

His next move was to plan the relaunch of the family food & beverage brand Cecchi 1936; together with the RFK (RedFish Kapital) investment fund, he has revived the historical brand, sold by his family to Nestlé in 1973.

Just two years after its rebirth, the NewCo opened its capital to a second investment fund, HIND (Holding Industriale), which acquired the majority share: the operation generated an evaluation worth ten times the initial capital.

**As of 2021, he is focused on asset-backed investments and has set up the the London-based private equity vehicle "Fondo per l'Arte / Stefano Cecchi Trust Collection", which invests in post-war & contemporary art.**

In recognition of his capacity for entrepreneurial innovation and creating neologisms, Enciclopedia della lingua italiana Treccani dedicates an entire paragraph to him:

**"... a term invented by Stefano Cecchi, an ambitious young entrepreneur from Turin who, after having consolidated a fashion empire..."**

(Enciclopedia della lingua italiana Treccani).

His work is discussed in the most important Italian and foreign newspapers:

**"No one suits the term enfant prodige more than him"**

(Capital).

**"Food, fashion and music are one and the same thing for Cecchi known as the 'poster boy' of young Italian entrepreneurs"**

(Il Sole 24 Ore).

**"A manager in the ascendant who mixes high fashion, art, music and high tech, he has revolutionised the city's commercial profile."**

(Panorama - Mondadori).

He was listed in Top Ten of successful thirty-year-olds.

(Sky TV's - E! News).

Today he lives between MonteCarlo, London and the Artistic Universe, looks to the future and sells ideas all over the world.



## **/ CHARITY BIO**

Stefano lent his image to the Cystic Fibrosis Research Foundation run by Matteo Marzotto for the sixth edition of the Portofino charity event as a testimonial to collect funds and assist in promoting the event.

Stefano has always been focused on social issues, working alongside other business people with the elderly or supporting initiatives such as the Turin Marathon event organised for the "La Stampa Specchio dei Tempi" Foundation and supporting the elderly in conditions of hardship for the Croce Verde (Green Cross – Health Association). In recent years he has been working with the Seedling Nursery School in Tilak Nagari Jaipur India which offers assistance to abandoned children.