Tomorrow beefs up senior management team

By Dominique Muret - 24 December 2021

Tomorrow London Holdings Ltd is expanding, and has strengthened its senior management team. The multi-service and showroom agency working with designer labels, founded and led by Stefano Martinetto and Giancarlo Simiri, has been busy with acquisitions this year, expanding in new directions, and has had to add to its staff. It has notably hired Jessica Juliano, and called on the expertise of Giovanni Pungetti for Asia and Giovanni de Marchi for its partnerships with labels.

At the end of 2020, Tomorrow emphatically entered the direct retail channel by buying London retailer Machine-A, and this led to the creation of the post of director of omni-channel, to which Tomorrow has appointed Jessica Juliano, a marketing and e-tail specialist. “We poached her in May from Charlotte Tilbury Beauty, where she built
up the e-commerce infrastructure. She is extremely capable," Martinetto told FashionNetwork.com in a recent interview.

Before joining Charlotte Tilbury, where she spent nearly six years, Juliano has worked among others at American Express and Coach in the direct and digital marketing departments. After the departure in October of Alessandra Rossi, Tomorrow's former head of digital who joined luxury Italian multibrand retailer LuisaViaRoma as CEO, Juliano took charge of B2C operations at Tomorrow, and her remit also includes the running of Machine-A, whose founder Stavros Karelis remains as creative and strategy director. Rossi is still a member of Tomorrow's board of directors.

Since the start of 2021, Tomorrow has been collaborating with Giovanni Pungetti, a consultant who has assumed the role of managing director Asia for the agency. Pungetti spent virtually his entire career at OTB, the fashion group owned by Renzo Rosso, where he began by joining Diesel in 1995. He was later appointed CEO of various labels owned by the group, including Viktor & Rolf and Maison Margiela, and in 2017 he took charge of the Greater China region, before leaving the group last year. Elena Troulakis, who formerly worked at Matthew Williamson, Saint Laurent and Emanuel Ungaro, is the latest addition to Tomorrow's senior executive team, as chief investment brands officer.

In parallel, US consultant Julie Gilhart, who in 2019 merged her own company, Julie Gilhart Consulting, with Tomorrow's consulting division, is now in charge of Tomorrow Projects, the agency running special projects like the collaborations between Ermenegildo Zegna and Fear of God, between Paul & Shark and Greg Lauren, and like Diesel's Red Tag initiative, in partnership with various emerging designers.

Gilhart is the chief development officer and president of Tomorrow Projects, where she is now assisted by Tomoko Ogura, for a long time fashion director at Barney's, and by Giovanni de Marchi, who has been hired as brand partnerships director. In the past, de Marchi was notably in charge of marketing and then e-commerce for long-established Italian streetwear distributor Slam Jam.

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