



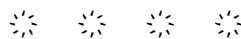
# LUCIA

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As a leader of large teams in dynamic work environments, I deliver projects that provide retail and industry with a complete cycle: from brand strategy to product. My core values are social and environmental sustainability, which I incorporate into every project I undertake or participate in. My work stands out in the areas of insights, marketing and branding, with a holistic view of business, using cutting-edge strategies based on culture, behavior and consumption. I have extensive experience and deep knowledge of the consume ecosystem, as fashion and lifestyle.

FOR ALMOST TWO DECADES, I HAVE BEEN HELPING BRANDS BECOME MORE STRATEGIC, INNOVATIVE, AND CREATIVE THROUGH A RIGOROUS TREND FORECASTING METHODOLOGY THAT TRANSLATES BEHAVIORAL CHANGES INTO ACTIONABLE RECOMMENDATIONS, CONCEPTS, AND EXECUTIONS.



## KEY EXPERIENCES

### ARAMIS

Brand Manager - Global perspective on brand management for the Aramis group, responsible for developing marketing 360 and strategies, interdisciplinary relationships with product and visual merchandising team, brand recommendations for different departments. Tactics for brand equity, PR, growth, trade, and awareness. Management of language and visual identity, communication, Hero, Hub, Help, and AON campaigns, media, and content factory. Budget management, strategic planning and relationships with agencies and suppliers. | 2023 - 2024

### LEADER

Research and Strategy - Responsible for the intelligence team at one of Brazil's largest department stores (fast fashion), where I provided strategic direction in marketing, visual merchandising, and product team, segmented by women's, men's, and children's fashion, footwear, accessories, beauty, home fashion, and decor. Managed brand strategy through interfacing with planning and executive sectors, bringing practical insights and strategies, and offering various training sessions for employees in partnership with the HR team. Ensured alignment of all communication touchpoints. Served as an international correspondent for research and cool hunting trips. | 2014 - 2023

### XTERRA

LATAM Brand Coordinator - Responsible for the XTerra brand in Latin America, handling product, licensing, campaigns, suppliers, awareness, PR, and sports events in collaboration with X3M. A successful case was the partnership with Nissan, where a car was created with our name, embodying the adventurous offroad lifestyle of both brands. | 2010 - 2014

### BRASTEX

Designer Thinker - I translated the culture of brands to the Brazilian market by creating strategies, campaigns, and special products for local demands. I worked with brands such as Calvin Klein, Zara, Osklen, Redley, Brooksfield, Reserva, among others. | 2009 - 2010

### SEBRAE

Trend Researcher - Member of the Trends Bureau in Behavior and Consumption at the Design Institute. Conducted studies through desk research and international trips. Responsible for research related to consumer behavior, technology, and innovation, as well as workshops for the national industry and retail sectors. | 2007 - 2009

### OTHERS

#### TIME OUT

Panelist at "New Perspectives on Creation" session - Lisbon, 2020

#### RTP

Guest on the TV interview program with the theme "The Future is Global South" - Lisbon, 2020

#### PUC - RIO

Masterclass "Applied Trend Research" - Rio de Janeiro, 2021

#### ETIC

Masterclass "Creating Creators" - Lisbon, 2019

#### EXAME

Panelist at the "Maximizing Marketing" - Sao Paulo, 2023

#### PREMIÈRE VISION

Panelist at the "Cloud of Fashion" session - Paris, 2018

## LINKEDIN



## PORTFOLIO



## EDUCATION

MBA in MATERIAL CULTURE AND CONSUMPTION  
USP | São Paulo, Brazil  
2024 -

EXTENSION STUDIES in MARKETING  
INTELI | São Paulo, Brazil  
2023

MARTER'S DEGREE in BRANDING  
UBI - IADE | Lisbon, Portugal  
2018 - 2020

BACHELOR'S DEGREE in FASHION DESIGN  
SENAI CETIQT | Rio de Janeiro, Brazil  
2006 - 2013

◆ C2 Proficiency, Advanced English ◆



## INITIATIVES

Founder of Brasil Mood, a print magazine and trends observatory where we celebrate local culture and creative input as a source of inspiration. There, I combine examples and knowledge from communities to build sustainable relationships between people and brands, impacting the creation of more effective ideas and businesses that connect with the Brazilian soul and identity.

[brasilmood.com](http://brasilmood.com)

I am also the creator of Fashionologia, an online platform specializing in fashion business where I share insights on trends, market analysis, cool hunting, research, and case studies from leading events in major world capitals. Additionally, I offer workshops, lectures, consultancy, and team training.

[fashionologia.com](http://fashionologia.com)