

# ALFARI CONSULTING

# Building a fashion brand is like architecture

It needs a strong foundation to make it last  
And extraordinary attention to *detail*.





ALEARI is a fashion branding consultancy based in Milan.

We provide a complete range of premium-level services within the fashion and luxury goods industry.



ALEARI Consulting's trademark is the ability  
to express Italian taste and quality,  
creating a modern and international vision.





Aleari Consulting was established in 2015 by Massimo Gambaro, who has over 15 years of experience as a senior executive in charge of branding, marketing, and communication for Italian and international fashion and luxury goods brands.

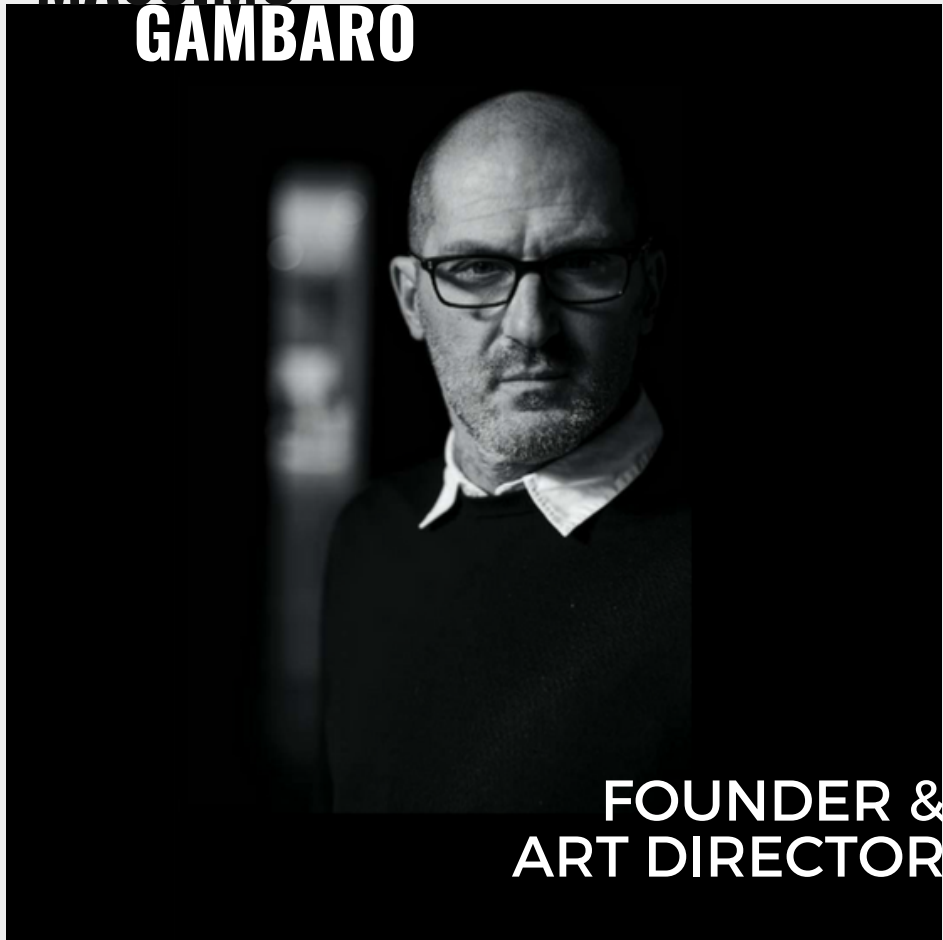
We wanted to create a small, lean, boutique agency that had a very clear taste and could offer brand management from all angles. To us, it is essential to always develop an aesthetic grammar for the brand and therefore give meaning to every single occasion in which the brand manifests itself, be it a photo shoot, a video, a retail project, or a logotype design.

**" We think that everything should always fit into a clearer and better-coordinated big picture. "**





**MASSIMO  
GAMBARO**



**FOUNDER &  
ART DIRECTOR**

Obsessed with aesthetics, Massimo could spend an entire afternoon choosing from infinite shades of the same color. In addition, he has developed an insane passion for rationalist architecture.

**GABRIELLA  
ADELINE**



**GLOBAL VISUAL  
STRATEGIST**

Gabriella is a visual strategist with strong fashion background. She loves to find inspirations from bizarre sources, connecting abstract ideas into fine designs. Usually works out of a room with some plants and her cats who stare at her for another cat treats.

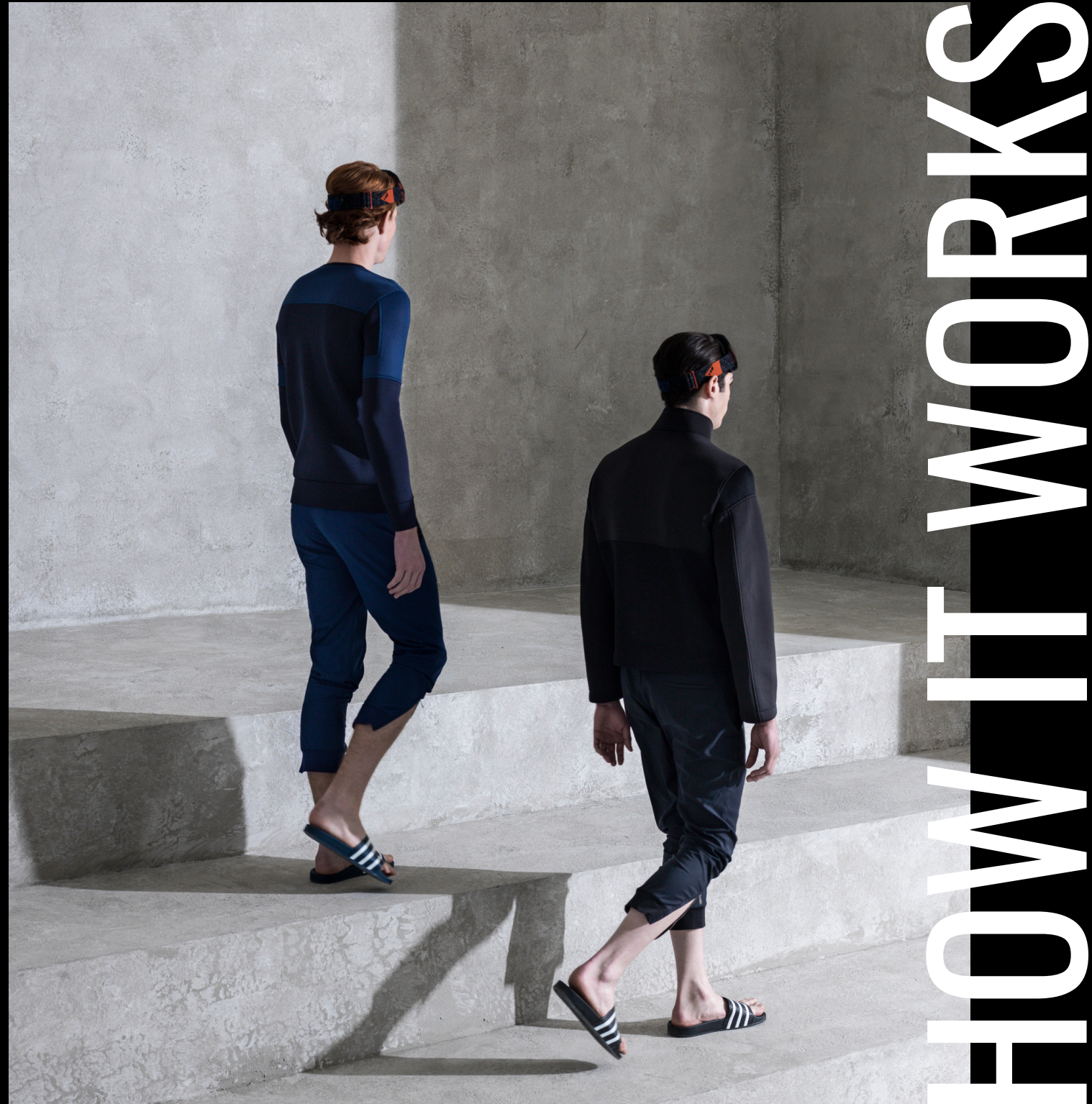
**LAPPO  
QUAGLI**



**HEAD OF VIDEO &  
PHOTOGRAPHY**

Born and proudly living in Firenze, Lapo is a master of capturing life's essence. He viscerally loves the ocean's majesty and the mountain's rugged allure but most of all the back of his camera. Photographer and director, he is also also a radical and daredevil motorcyclist.





Over the years, ALEARI Consulting has created a network of experienced international talents. This network allows us to set up a tailored team of professionals to develop projects according to the client's specific needs.



# OUR EXPERTISE & SERVICES







We offer a full spectrum of top-tier services,  
tailored especially to your needs.

After a comprehensive discussion, our team will  
analyze and develop your company's brand DNA and  
craft the most effective method of sharing your  
story with the world.

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# 01/

## Visual Identity

we create a strong, unified brand that stands out in the market, conveying its values, message, and personality in a way that resonates with your customers:

- logo design
- typography
- brand tools
- brand book
- catalogues
- brand campaign

# 02/

## Photo/Video

we provide our clients with a creative and professional service that is tailored to their needs, from concept to delivery:

- casting
- location scouting
- set design
- art direction
- styling
- art buying
- post-production

# 03/

## Website

our professional team captures your business's unique personality and style through an intuitive & user-friendly browsing experience for your visitors:

- custom design
- web development
- image contents
- video contents
- copywriting

# 04/

## Retail Concept

we help elevate brands & make lasting impressions by creating a memorable & engaging retail experience with aesthetic appeal, vibrant atmosphere, functional efficiency:

- store design
- window display
- booth design
- visual merchandising
- event installation



TESTIMONY



01/  
S.D. SPONTINI

”

We found in ALEARI Consulting an ideal partner, every time we set them a project they always come up with an inventive creative solution. Their attention to detail is outstanding.

*Zheng Yi, **CEO***



## VITALITY TEXTILES CO.

”

Together with ALEARI we have developed the project from scratch: from logo to visual identity, to website design to the catalogue photoshoot. Working with ALEARI you can expect superior service, from strategic planning to the implementation of marketing tools.

*Zhang Dong Wei, **CEO & Co-Owner***





03/

RODA

”

I've known Massimo Gamaro for years.  
He and his team deliver exceptional  
quality on every project.  
They have an impressively accurate  
ability to interpret our needs with  
refined taste which is essential to us.

*Luca Roda, **CEO & Co-Owner***





04/  
DONDUP

”

Aleari is a super reliable interlocutor and able to deliver a final result of superior quality

We worked together on different projects: from a stand for Pitti Bimbo, to shopping shops for international department stores to some installations for our showrooms

They design with a exceptional quality and creativity, and they have the unique ability to interpret the objectives of the brand with a truly contemporary taste.

Their attention to detail is remarkable.

*Matteo Anchisi, **CEO of Dondup***







ALFARIC CONSULTING

FEATURED WORKS



BVLGARI





Catalogue & Advertising Campaign



ROSSIGNOL





AFAR



Video Campaign



Lookbook



THE GIGI



PANERAI







SLOWEAR





S.D. SPONTINI





Catalogue and Advertising Campaign



AQUAZZURA







STYLBIELLA



# DONDUP



Pitti Bimbo Booth Design



STYLBIELLA

Catalogue







# VITALITY TEXTILE







FERRAGAMO



RODA







Video Campaign

EXPEDITION







STYLBIELLA





GUCCI







**DRUMOHR**



ALVARO CONSULTING

Portfolio

AFAR



Catalogue





STAY IN TOUCH

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