



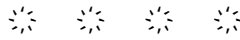
LUCIA

@LUCIAALVESDECARVALHO
she / her ♀
+55 21 976482332

RJ 22241-020 | SP 01033-001
📧 21-04-1987
luciaalvesdecarvalho@gmail.com

I deliver end-to-end strategies: from brand building to product innovation. I have been working for 18 years fostering innovation and creativity in various sectors of retail and the fashion industry, leading teams in dynamic work environments. My core values include social and environmental sustainability, which I incorporate into every project I engage in – whether professional or personal. I assist brands in navigating culture by translating shifts in behavior into recommendations, concepts, and actionable executions.

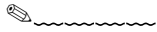
BASED IN THE CITIES OF SÃO PAULO AND RIO DE JANEIRO, I AM AN EXPERIENCED STRATEGIST WITH A FOCUS ON BRANDING. MY PURPOSE IS TO CREATE BRANDS WITH MEANING, EMOTION, IDENTITY, AND SOUL.



LINKEDIN



PORTFOLIO



EDUCATION

INTENSIVE in MARKETING
USP - INTELI | São Paulo, Brasil
2023

MARTER'S in BRANDING
UBI | Lisboa, Portugal
2018 - 2020

POSTGRADUATE STUDIES in CONSUMER ANTHROPOLOGY
NOVA FCSH | Lisboa, Portugal
2019 - 2021

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

FASHION JOURNALISM COURSE
CETIQT | Rio de Janeiro, Brasil
2008

◆ Advanced English ◆



INITIATIVE

Founder of Brasil Mood, a biannual print magazine on Brazilian trends that delivers study, relevance, and inspiration about our identity. Through this initiative, I bring a truly diverse perspective and deconstructed patterns to brand strategies, innovation, research, and forecasting. We also keep an eye on cutting-edge events in major world capitals, combining international examples with insights from Brazilian communities to build sustainable relationships between people and brands, impacting the creation of a more positive future.

@brasil.mood

KEY EXPERIENCES

ARAMIS INC.

Brand Manager, responsible for 360 communication, art direction, holistic vision of the group, and creation of interdisciplinary strategies, strengthening the DNA and resonance of the Aramis and Urban Performance brands. | 2023 - present

LEADER

Head of Research and Strategy, responsible for branding and strategic guidance for the commercial, marketing, visual merchandising, and styling departments. Training teams for the strengthening of Endomarketing. International Correspondent on research trips, bringing insights to all departments (women's fashion, men's fashion, children's fashion, footwear, accessories, beauty, and home). | 2014 - 2023

XTERRA

LATAM Brand Coordinator, responsible for branding and commercial management of the XTerra brand in Brazil and Latin America, overseeing the collection, licensing, and brand awareness. A successful case was the partnership with Nissan, where a car was created with our name, embodying the adventurous off-road lifestyle of both brands. | 2010 - 2014

BRASTEX

Design Thinker serving brands such as Calvin Klein, Zara, Farm, Osklen, Reserva, Redley, Cantão, Richards, Brookfield, Harrys, 284, among others. | 2009 - 2010

SEBRAE

Trend researcher responsible for insights on innovation, behavior, and consumption, design thinking, and strategies for the Brazilian fashion retail published in the trend section of the SEBRAE Design Institute. | 2007 - 2009

OTHERS

EXAME

Panelist at the "Maximizing Marketing" session - São Paulo, 2023

Masterclass "New Perspectives on Creation" - Online, 2020

PUC - RIO

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

Masterclass "Creating Creators" - Lisboa, 2019

IADE

RTP

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

PREMIÈRE VISION

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