

This is a brand strategist **Portfolio** by

LUCIA

# ABOUT

FOR TWO DECADES I HAVE BEEN HELPING BRANDS TO BE MORE **CREATIVE, STRATEGIC** AND **INNOVATIVE**.

I am a **Brand Strategist** working with **Consumer Insights, Strategic Foresight, Design Thinking** and **Branding** tools. My methodology translates **behavior changes** into actionable **recommendations, concepts** and executions. I deliver projects that provide a full cycle: from **research** to solution, from **strategy** to product. I lead and coach large teams in dynamic work environments. My core values are social and environmental **sustainability**, which we incorporate into every project I do.

Correspondent for the world's leading **trend** and **innovation fairs**, such as **NRF, SXSW, Première Vision**, Who's Next, **Neonyt, ClFF**, ModeFabriek, among others. Project Director at **Brasil Mood**, a **creative agency** where we celebrate **local culture** and input as a **source of inspiration**. I combine examples and **knowledge from communities** to build **sustainable** relationships between people and brands, impacting the creation of more **effective strategies** that connect with **Brazilians**.

*Based in Sao Paulo, available for proposals, consulting, projects, talks, collaborations and national & international travels.*



---

A **STRATEGIST** DRIVEN BY  
**CULTURE & BEHAVIOR.**

# EDUCATION



## MBA IN MATERIAL CULTURE AND CONSUMPTION

Universidade de São Paulo  
Sao Paulo, Brazil | 2024



## POSTGRADUATE IN BRAZILIAN BEHAVIOR

Fundação Escola de Sociologia e Política  
Sao Paulo, Brazil | 2025



## MASTER IN BRANDING

Universidade da Beira Interior  
Lisbon, Portugal | 2018



## BACHELOR'S DEGREE IN DESIGN

Serviço Nacional de Aprendizagem Industrial  
Rio de Janeiro, Brazil | 2006



UNIVERSITY  
OF LONDON

## BUSINESS, BRAND AND BEHAVIOUR

University of London  
London, England | 2025



## ESTUDIOS DE FUTUROS EN AMÉRICA LATINA

Asociación Latina de Futuros  
Bogota, Colombia | 2024



## STRATEGIC FORESIGHT

Copenhagen Institute for Futures Studies  
Copenhagen, Denmark | 2017



## TREND RESEARCH METHODOLOGY

BOX 1824  
Sao Paulo, Brazil | 2016

## ENGLISH



C1 Fluent Proficiency

## SPANISH



B1 Intermediate Interaction

## TOOLS

IA Prompts, Miro, Notion, Figma, Illustrator, Photoshop, InDesign, Canva, Keynote, PowerPoint, Excel, Trello, Asana, Monday, Slack, Tableau, Brandwatch, Statista, Nielsen, Typeform, SurveyMonkey, Google Trends, Napkin, Gemini Veo, ChatGPT, DeepSeek, Futures Literacy Lab, World Economic Forum Monitor.

# EXPERIENCE

## PROJECT DIRECTOR



2020 - Now

My role is to delve into each client's needs and transform data into valuable strategies, with sensitivity and business vision. Each project is unique and it is this attentive look that guarantees results that delight and drive decisions with confidence. Projects developed for companies such as Pinterest, Meta, Time Out, Red Bull, TV Globo, SEBRAE, SENAI, Leader Magazine, PUC-Rio, among others.

## BRAND MANAGER

ARAMIS

2023 - 2024

Holistic end-to-end vision, leading Branding 360. Led cross-functional teams and conducted strategy and culture workshops. Responsible for strategic planning, insights, brand equity, narratives, and storytelling, connecting the style, marketing, and visual merchandising teams. Managed OKRs and KPIs, activation plans, and annual calendars. Managed agency relationships, budgets, and campaign performance, ensuring ROI, growth, and brand awareness.

## INSIGHTS COORDINATOR

*Leader*

2014 - 2023

I led the strategic team of one of the largest department stores in Brazil, providing guidance in the fashion, beauty, technology and home categories. Expertise in market analysis, consumer insights, trend forecasting and brand management. Creative direction of campaigns, storytelling, visual merchandising and product marketing. Facilitated workshops, lectures and team training. Developed strategies based on data and international dossiers, ensuring innovation and business growth.

## BRAND STRATEGIST

XTEGGA.

2010 - 2014

Responsible for the brand in Brazil, I created licensing and 360° communication strategies, influencer marketing, product marketing and event execution through X3M. I did collaborations with Nissan, The North Face, Red Bull and Speedo, in addition to institutional partnerships such as SESI and the State Government. Highlights include the launch of the Nissan Xterra car and a program on TV Globo dedicated to the brand (Planeta Extremo), shown on Fantástico.

## DESIGN THINKING SR.



2009 - 2010

IED is an Italian school that is a world leader in Design and also offers consulting in business strategy and creativity. I was responsible for Insights in Latin America, translating the culture of brands by transforming ideas into products, services and processes applicable to the market. Creating user-centered solutions. I worked as an outsourced company for brands such as Calvin Klein, Zara, Osklen, Redley, Brookfield, Reserva, among others.

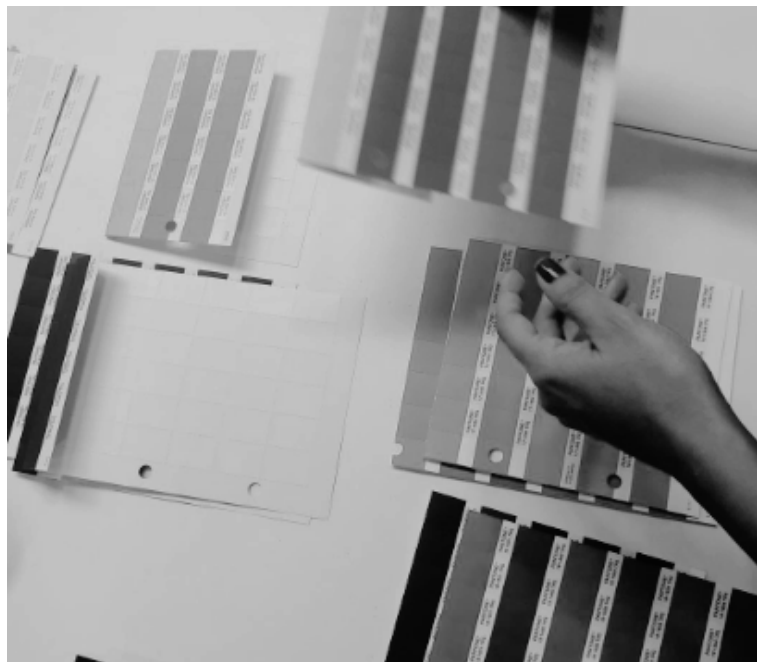
## TREND RESEARCHER



2007 - 2009

Researcher at the Consumer Behavior and Consumption Trends Bureau at ID - Design Institute, specializing in consumer insights, market trends and innovation. I developed macrothemes for trendbooks, conducted empirical research and translated Eurocentric insights from platforms such as WGSN, NellyRodi and Carlin to the Brazilian market. I led workshops for industry and retail, produced strategic reports and identified opportunities through data analysis, segmentation and consumer profiling.





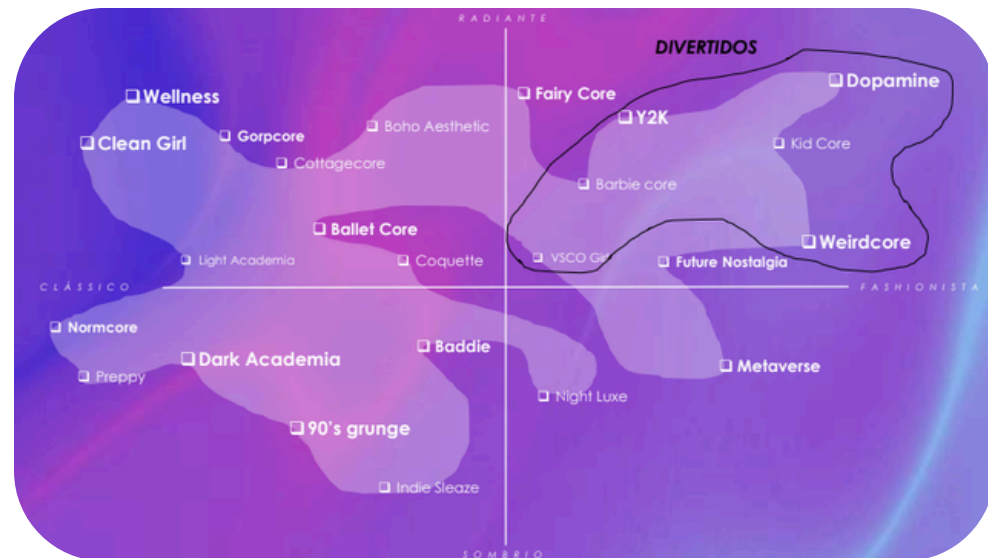
+ 15 YEARS **TRANSLATING BEHAVIOR CHANGES** INTO  
ACTIONABLE RECOMMENDATIONS, CONCEPTS AND  
EXECUTIONS.

*next, some selected works*





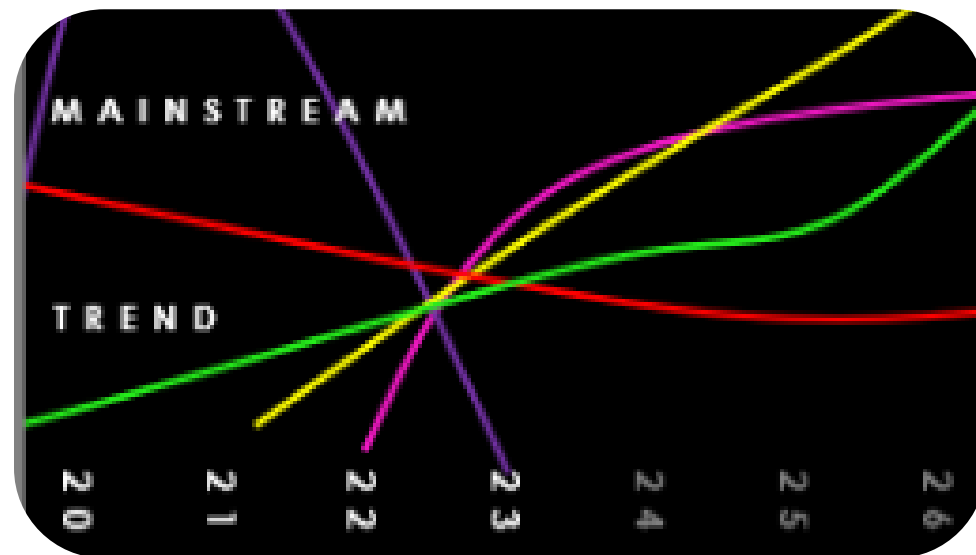
# TREND ANALYSIS



Trends and Aesthetics Mapping

(2022)

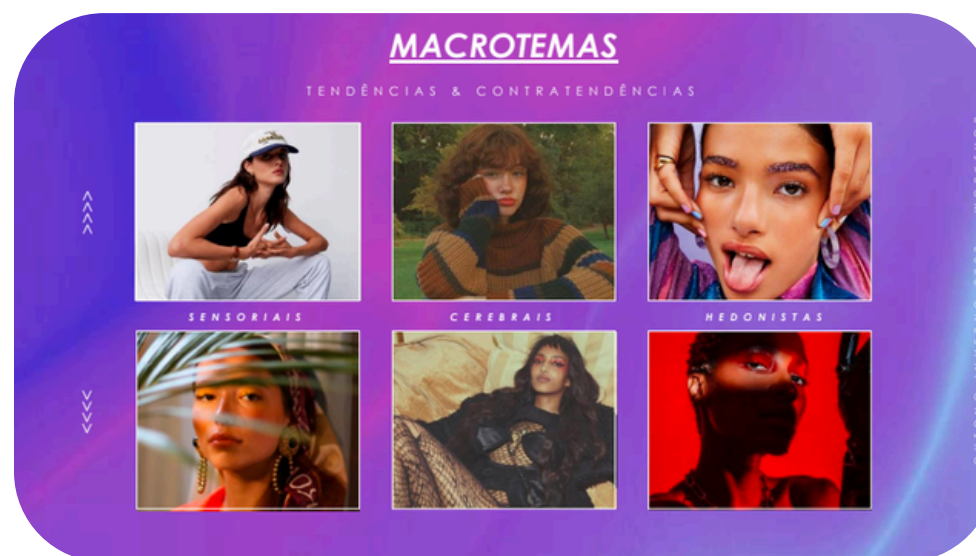
With so many trends emerging rapidly, I've developed a methodology to track key topics and consumer movements. I analyze the vast array of dispersed information, transform it into cohesive insights, and provide a tangible and inspiring interpretation.



Trend Tracking

(2018)

I visit the best trade fairs and analyze the main fashion weeks around the world, bringing the latest information that will impact the fashion industry, being more accurate and effective.



Trends and Counter-trends

(2022)

I offer trends and counter-trends that align with the brand's profile, providing a foundation in culture and behavior that impacts consumption. These insights help guide not only the collection but also the marketing and communication strategy to the final customer, orchestrating the entire 360 branding.



# TREND ANALYSIS



Narratives & Storytelling



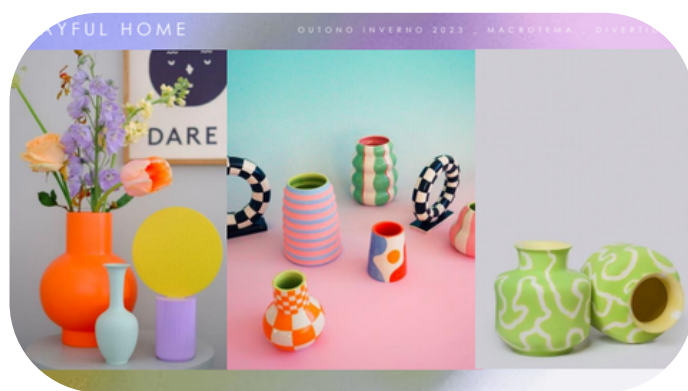
Key Colors



Key Materials



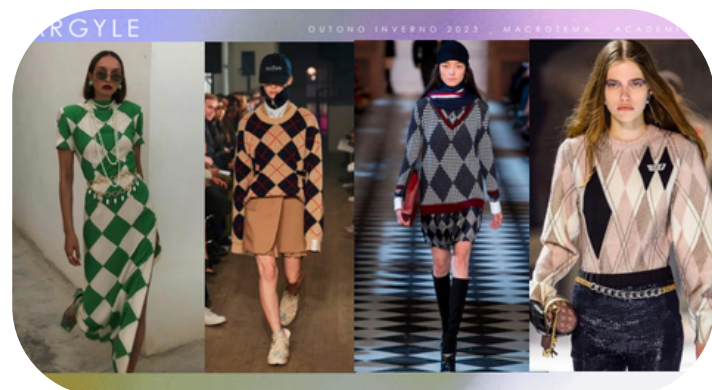
Microthemes & Capsules Directions



Home & Decor



Key Itens



Catwalk Analisys



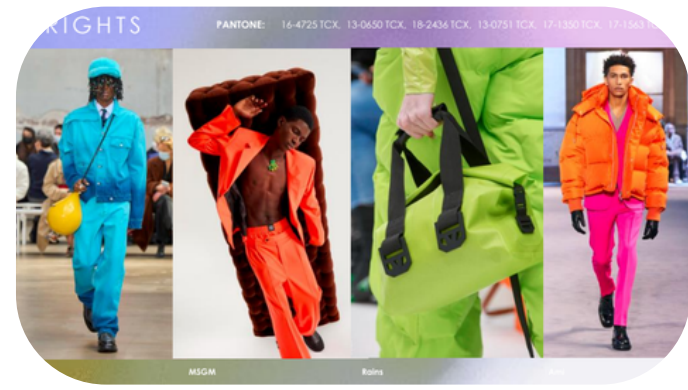
Market Segmentation



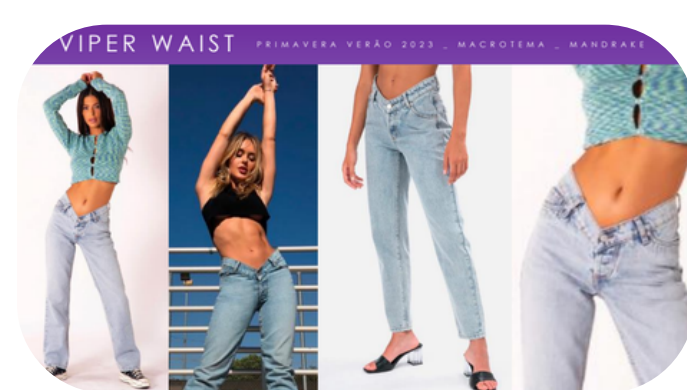
Patterns & Prints



Fashion Fairs Analysis

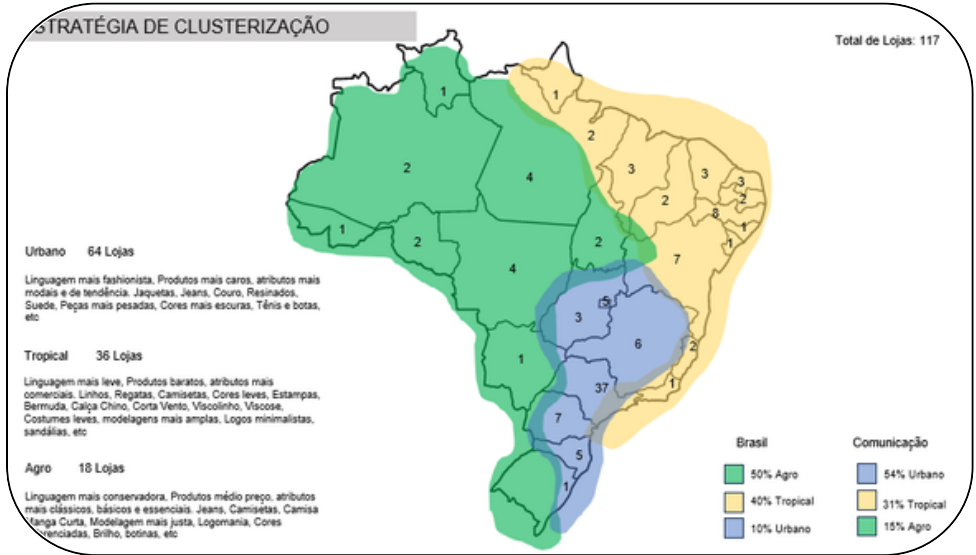


Key Shapes & Details



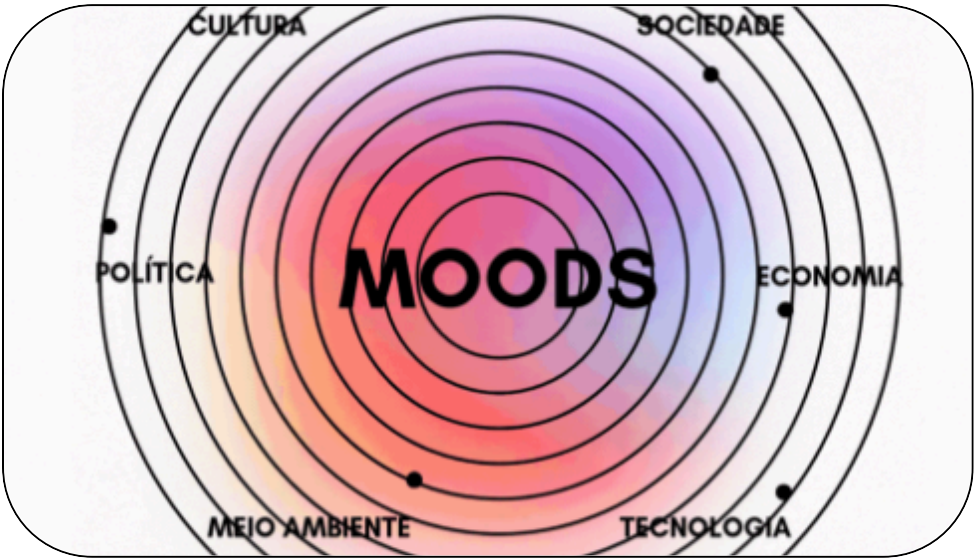
Key Shapes & Details





(2024)

Formulation of goals and strategies, allocation of resources, and implementation of actions that guide the brand toward the desired future.



(2023)

The process used to forecast future trends and consumer behavior changes involves analyzing the zeitgeist, monitoring patterns of behavior and consumption, and identifying emerging signals that indicate new directions.



(2019)

Understanding the new ways and behaviour of your customers, you can open up a range of opportunities such as events, markets, or products that your brand and competitors have not seen yet, but for which there is a demand and an appeal for consumption. My methodology positions your brand at the forefront of new concepts.

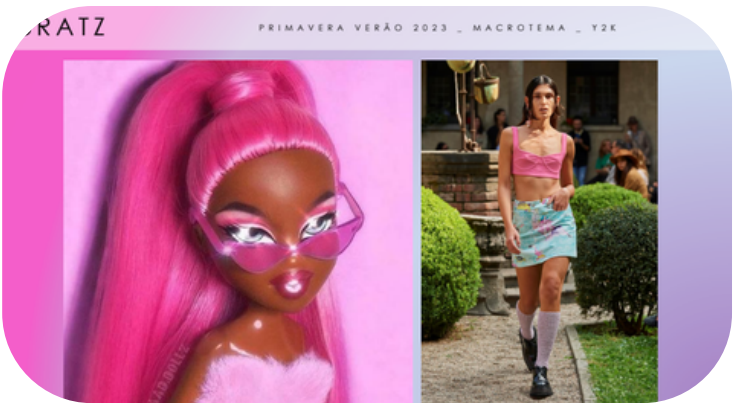
Brazilian Behaviour

Zeitgeist

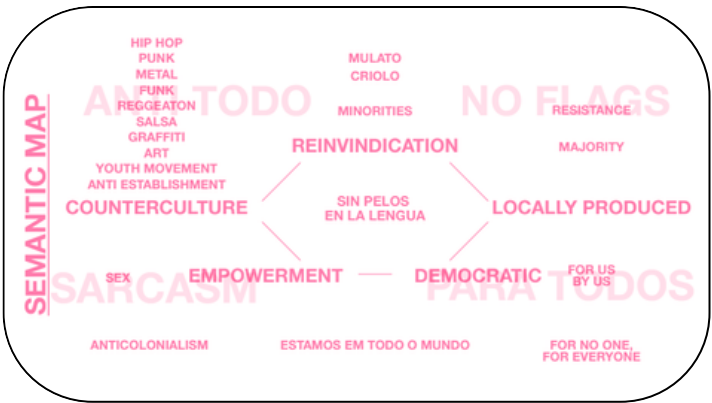
PESTEL Analysis



CONSUMER INSIGHTS



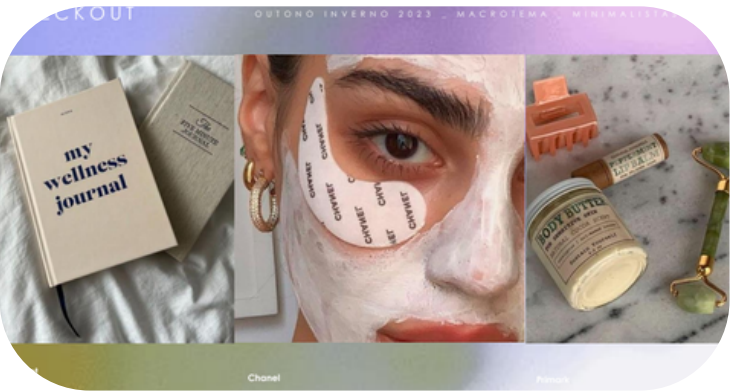
Pop Culture & Licensing



Semantic Map



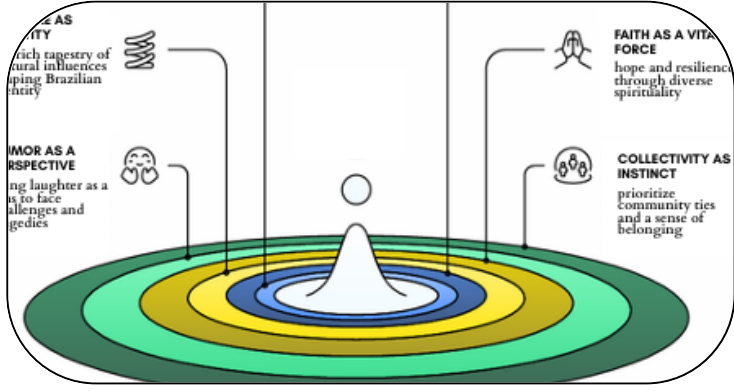
Capsule Colletion



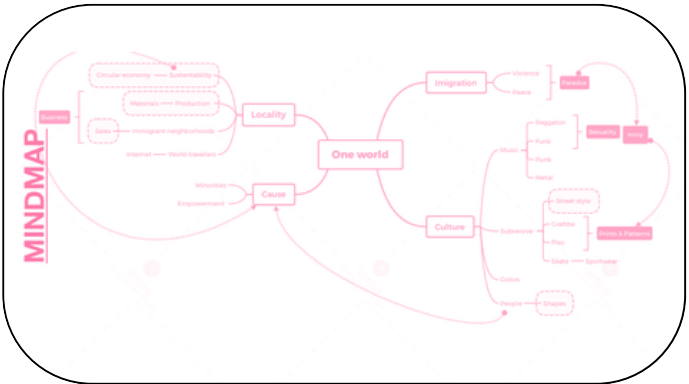
Behaviour Forecast



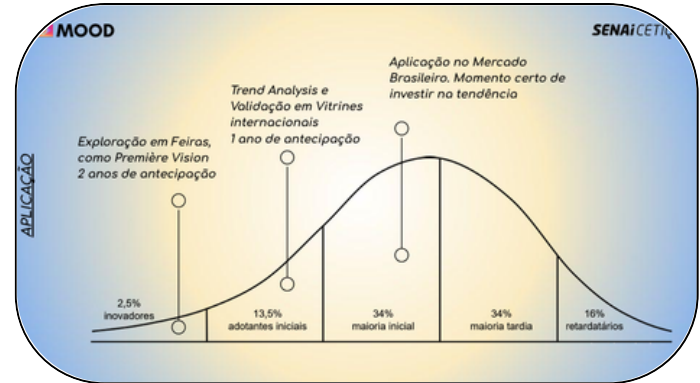
Emerging Trends



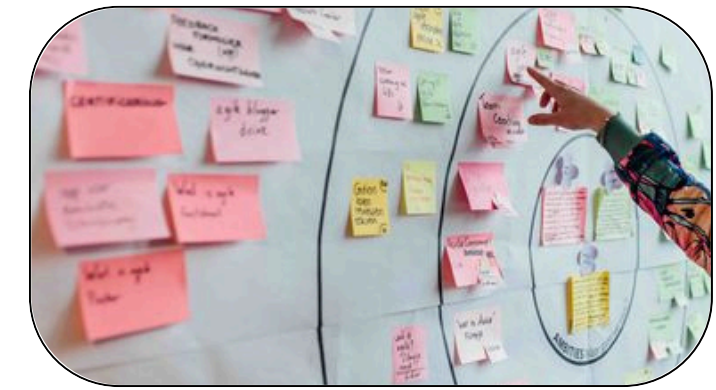
Cultural Elements



Competitive Analysis



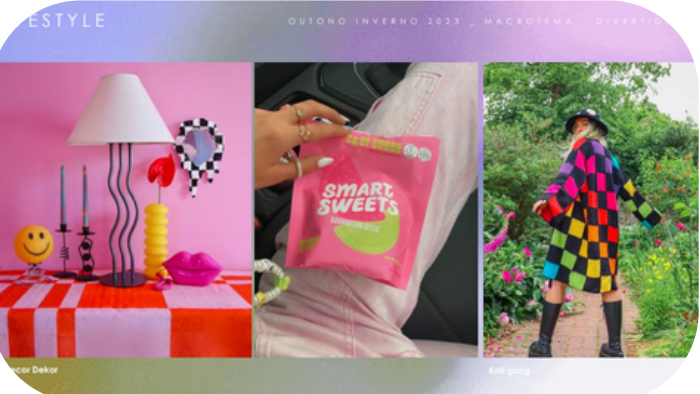
Trend Timing



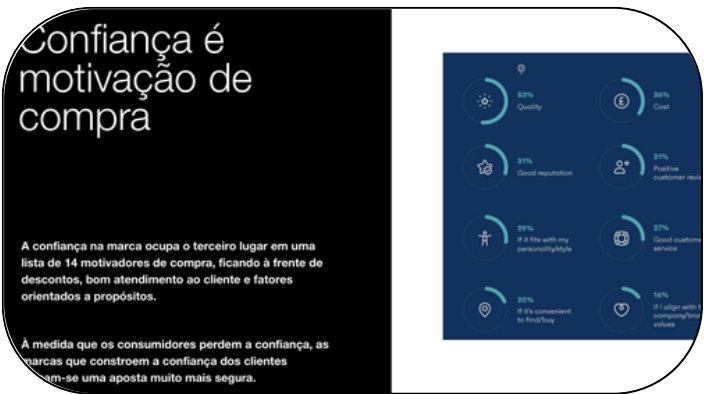
insights Design Thinking



Persona & User Research

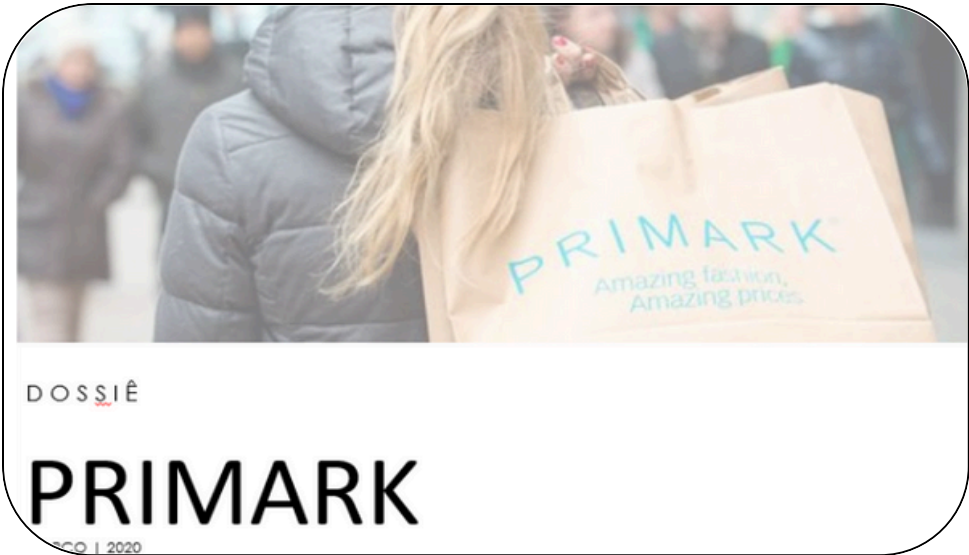


Consumer Goods Analysis



Data Analysis

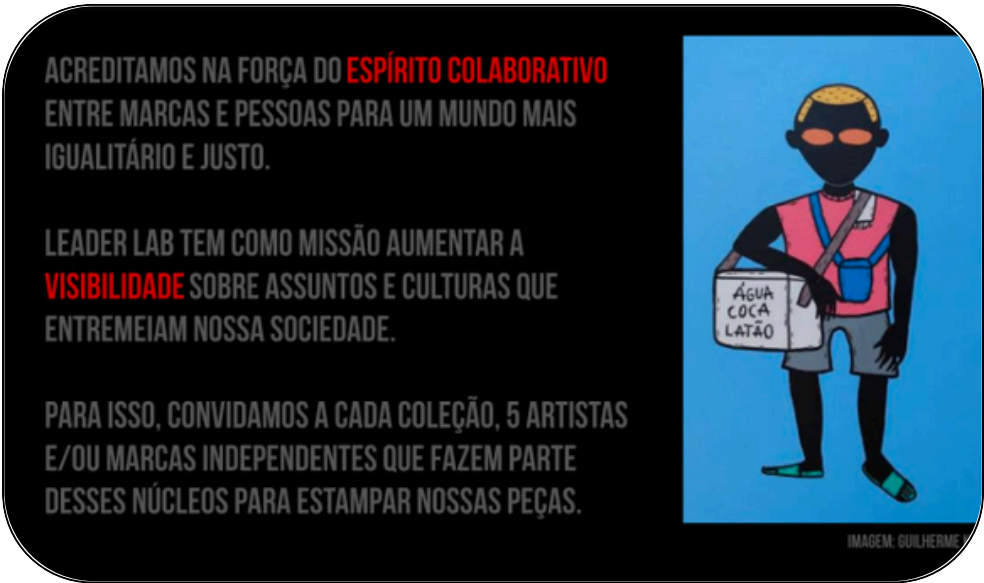




Case Studies

(2016)

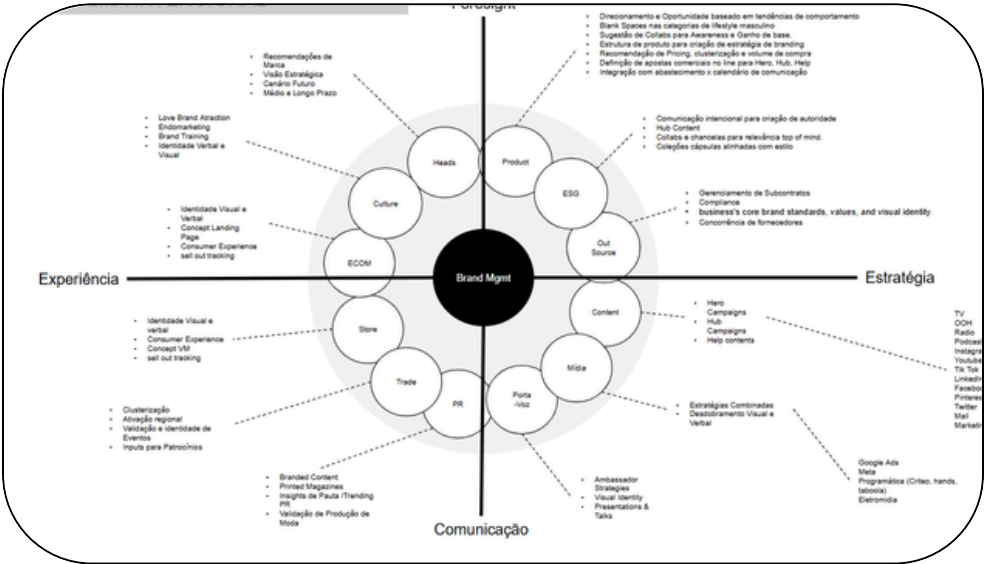
Business Insights are fundamental perceptions that help companies stay competitive, efficient, and capable of meeting customer demands.



ESG Projects  
Direction

(2021)

I identify, in a personalized and company-focused manner, the new markets and product tests that your brand can undertake to gain awareness, becoming a game changer in the sector.

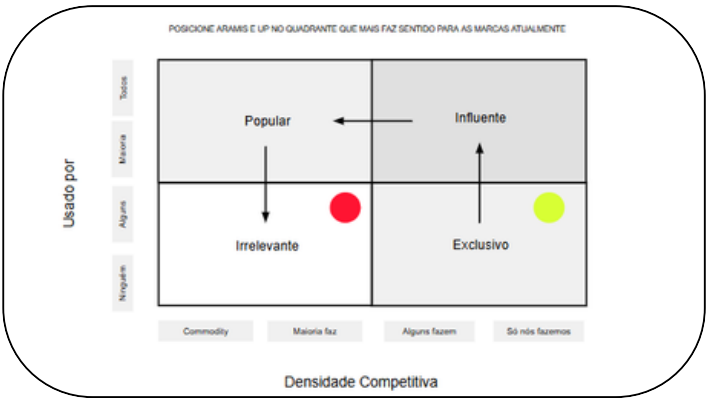


Brand 360

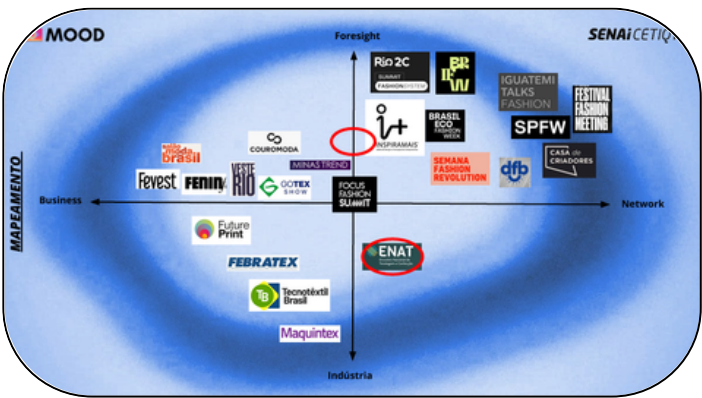
(2023)

Branding 360 is a holistic approach to brand management that enables an interdisciplinary relationship with all of a brand's touchpoints with its stakeholders. This strategy aims to ensure that the brand's culture, identity, values, and message are consistent and coherent across all platforms and interactions, creating an integrated and unified brand experience.

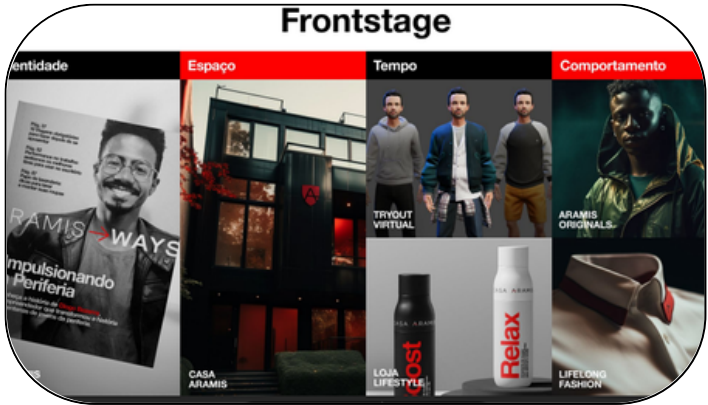
BUSINESS INSIGHTS



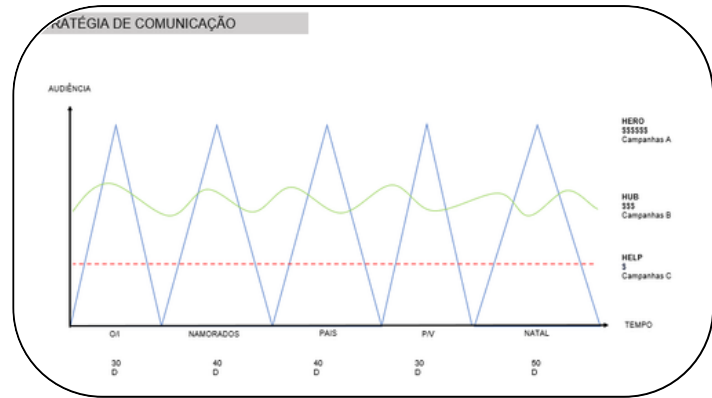
Brand Health



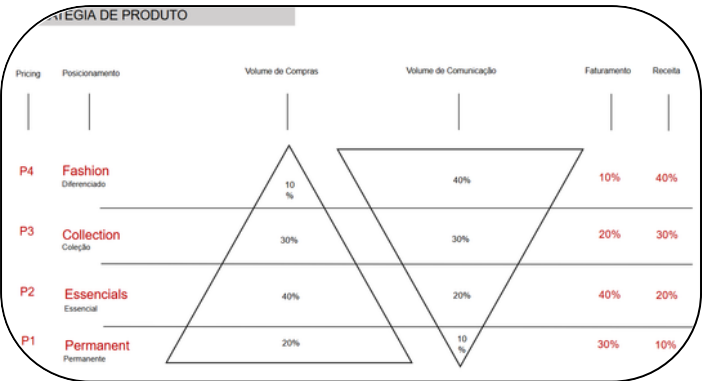
Competition Mapping



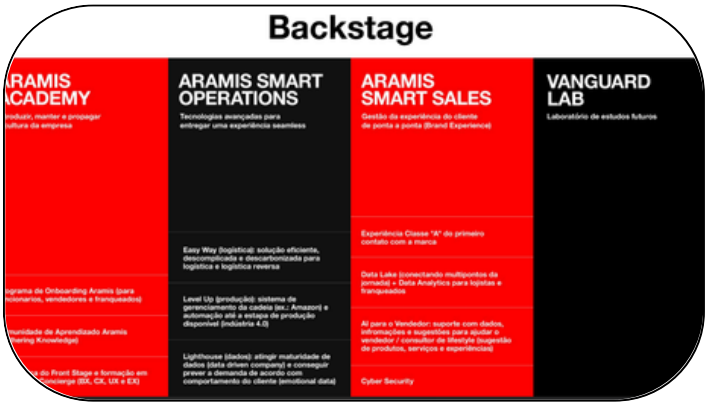
Frontstage Strategies



Communication Strategy



Product Strategy



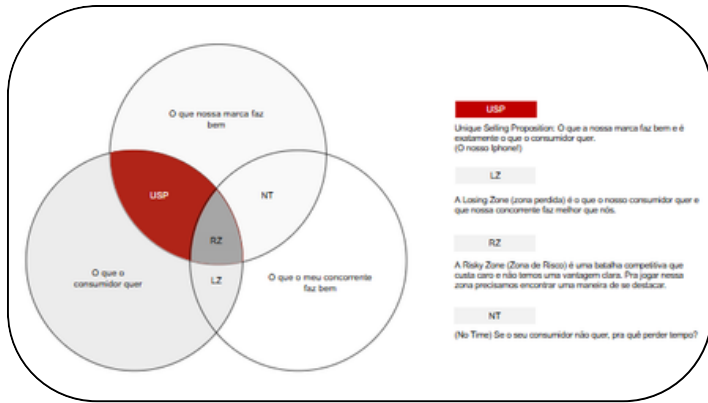
Backstage Strategies



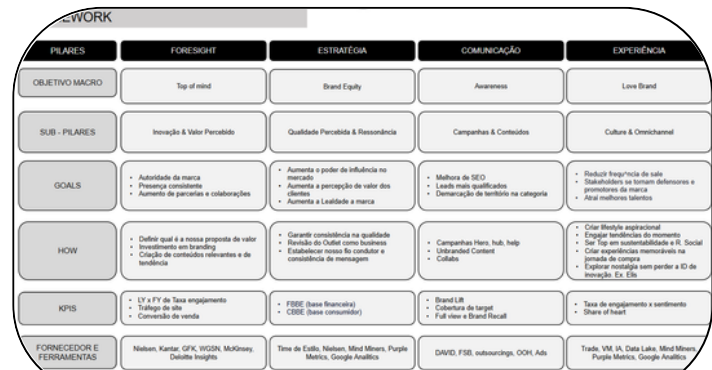
Competitive Analysis



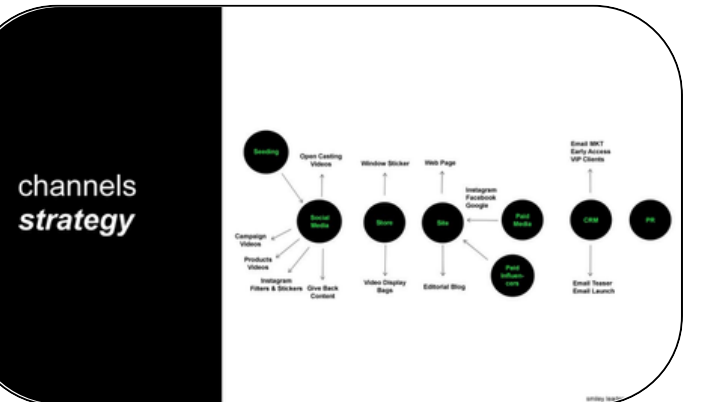
Benchmark



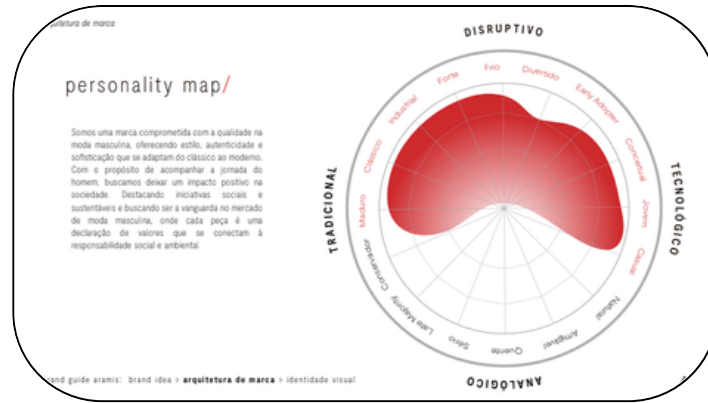
Unique Selling Proposition



Continuos Performance



Channels Strategy



Market Maps



I Offer and Deliver

BRAND STRATEGY	CONSUMER INSIGHTS	STRATEGIC FORESIGHT	BRAZILIAN CODES
STRATEGIC PLANNING	TREND RESEARCH	360 VISION	FUTURES THINKING
TREND FORECASTING	CULTURE & BEHAVIOUR	INNOVATION STRATEGY	WORKSHOP FACILITATION
BUSINESS INSIGHTS	VISUAL STORYTELLING	SEMIOTICS	FASHION BUSINESS
CONCEPT	CROSS-FUNCTIONAL COLLABORATION	GLOBAL TRENDS	TREND REPORTS
DESIGN THINKING	BRANDING	ETHNOGRAPHIC RESEARCH	RETAIL STRATEGY
MARKET RESEARCH	SCENARIO BUILDING	SOCIAL LISTENING	CONSUMER GOODS & LIFESTYLE
COOLHUNTING	MARKETING STRATEGY	BEHAVIORAL TRENDS	CREATIVE DIRECTION
NETNOGRAPHY	CONTENT STRATEGY	QUALI & QUANTI RESEARCH	USER RESEARCH

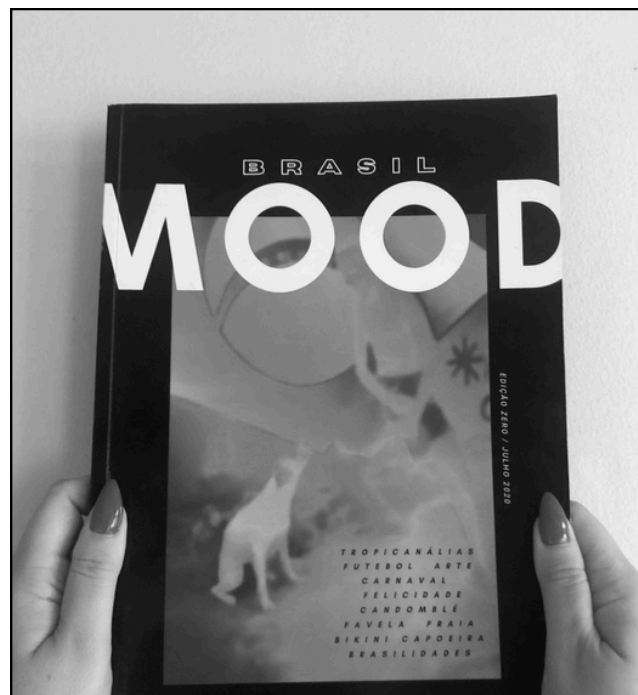
# INITIATIVES



Created in 2020 to be a place where we could celebrate local culture and input as a source of inspiration. A biannual print magazine, an observatory of Brazilian trends and creative agency.



Since 2018, an online fashion business platform where we share global trends in behavior and consumption, market analysis, cool hunting, insights, and summaries of major events in key world capitals. Also, the biggest fashion whatsapp community in Brazil.

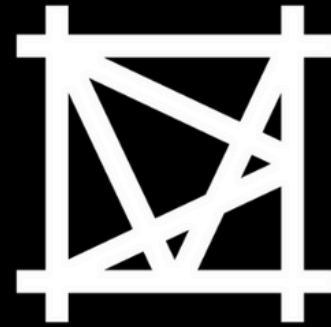


my most relevant visits and attendances

PREMIÈREVISION®

CIFF

SXSW



MAISON  
&OBJET

WGSN | FUTURES

MODEFABRIEK

WWD MAGIC

messe frankfurt  
**NEONYT**  
GLOBAL HUB FOR FUTURE FASHION AND SUSTAINABLE INNOVATION

web  
summit®

NYFW

**NRF**®

Who's  
Next.

TRANOÏ

major brands and companies I have worked with

ZARA

SEBRAE



Leader

OSKLEN

ARAMIS



Calvin Klein



Artes &  
Design  
PUC-Rio

TimeOut

HAVE A PROJECT IN MIND? OR  
YOU WANT TO SAY HELLO, **GET**  
**IN TOUCH** WITH ME.



[www.luciaalvesdecarvalho.com](http://www.luciaalvesdecarvalho.com)  
[@luciaalvesdecarvalho](mailto:luciaalvesdecarvalho@gmail.com)  
[luciaalvesdecarvalho@gmail.com](mailto:luciaalvesdecarvalho@gmail.com)  
+55 21 97648 2332