



Donatella Zappieri

Biography :

After graduating with a degree in languages and translation at Geneva University, Donatella worked for several jewelry companies, covering various positions including Head of Creation, PR Director, Marketing and Business Development Director. In 1994, Swarovski employed Donatella as one of the main contributors in setting up the Swarovski Jewelry Division, where she developed and nurtured the Timeless and Crystal Jewelry lines to the successful status they hold today.

With the experience of 25 years in jewelry and luxury goods, Donatella has gained the skills and knowledge that facilitate her as a reliable freelance consultant today. She currently works as a consultant, supporting jewelry and luxury brands in finding and establishing the delicate synergy between creativity, product development and strategic marketing. She is also mostly recognized for supporting consolidated business in re-branding and re-positioning and for helping start-ups in achieving their break-even targets with a fresh and a 360° approach.

Donatella teaches at various Universities in Milan and is member of the Professional Faculty at Bocconi University. She is the Director of the Luxury Marketing Master and Cycle Certifiant haute joaillerie at Créa Geneva.

Donatella also writes for Italian jewelry magazines such as VO+, Orafo Italiano, Il Tarì and Preziosa and has her own Instagram page .