

Sennait Ghebreab

role

Programme Leader Fashion Business
Istituto Marangoni School of Fashion London

Sennait Ghebreab, expert in fashion brand development and buying with an extensive background knowledge of wholesale and luxury goods, currently works as a programme leader at Istituto Marangoni London, but she is also running her own consultancy business, providing services to Arab luxury retailers and some key Italian stores.

Sennait is an enthusiastic, well-organized and creative thinker with a strong passion for the Apparel, Fashion and Luxury industries, thanks to which she has gained a strong understanding of the fashion product in a wide perspective: not just for its positioning in the markets, but also for its pricing, improvement and development, in line with the international market needs.

Sennait started her career in fashion 7 years ago in London. Her experience and expertise stem from time spent dealing with the buying and retailing dynamics of the main luxury markets and throughout her career she has successfully dealt with some of the most interesting UK fashion luxury brands (Burberry, Matthew Williamson, Pringle Of Scotland and Joseph) on the brands' business development in EMEA markets: Europe, Middle East, Asia and America.