

## **Sennait Ghebreab**

role

**Programme Leader BA Fashion Business  
Istituto Marangoni School of Fashion and Design London**

Sennait Ghebreab, expert in fashion brand development and buying with an extensive background knowledge of wholesale and luxury goods, is programme leader for the BA courses in Fashion Business at Istituto Marangoni London since 2015. Beyond her academic work, she runs her own consultancy business, in buying, providing services to Arab luxury retailers and some key Italian stores.

Sennait started her career in fashion 10 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 EMEAA markets: Europe, Middle East, Asia and America.

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.