

PROGRAM FOR GNAM NETWORK SCHOOLS

ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT

19-23 October 2026

Chiara Piancatelli
SDA Bocconi School of Management

SDA Bocconi
SCHOOL OF MANAGEMENT

RESEARCH
RETHINK
REIMAGINE



MILAN | ITALY

OUR CAMPUS

SDA Bocconi
SCHOOL OF MANAGEMENT

DESIGNED FOR YOUR WORLD



OBJECTIVES

- TO NETWORK: **MEET MBAs FROM OTHER SCHOOLS!**
- TO GAIN AND **APPLY** NEW KNOWLEDGE
- TO **MOTIVATE** YOU TO SEARCH FOR NEW SOLUTIONS

ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT

- 1) “Pre-work” activities: case studies and articles (before the program starts)
- 2) Lectures, group projects and hand-on activities, guest speakers, company visits
- 3) Your work **in small groups (groups A)** on in-class assignment A
(due on October 20, 40% of the grade)
- 4) Your work **in small groups (groups B)** on assignment B
(due on October 23, 30% of the grade).
- 5) Your work **in small groups (groups C)** on the learning journal
(due on October 23, 30% of the grade)
- 6) Our feedback to your assignments

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ATTENDANCE

The attendance is mandatory. Each day of the week will be counted as 20% of the total attendance. In order to get the final certificate, you must attend at least 80% of the course.

Groups assignments: small groups will need to effectively organize their work on assignments, in class and after classes.

We will form small groups assuring that you have a chance to interact with students from other schools, make sure to be updated about your group for assignment A (Groups A), assignment B (Groups B) and learning journal (Groups C).

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CERTIFICATE AND GRADING

- 1) All assignments will be graded and we will give you a final overall grade (grid on the side). You will be awarded a course certificate in case all your assignments are passed (at least "low pass").
- 2) To “pass” group assignments you will need to show your minimum ability to apply concepts discussed in class to real cases and situations.
- 3) To obtain a “pass” for your “learning journal” your small group will need to synthetically describe at least one “lesson learnt”/”aha moment” for each day of the program.
- 4) For all assignments you will be provided qualitative feedback that we will be posted via Blackboard.

International Scale	Equivalent out of 30
Honor Pass	29-30L
Pass +	25-28
Pass	21-24
Low Pass	18-20
Fail	<18

COURSE MATERIALS

All course materials will be posted via SDA Bocconi learning platform. You will be provided your personal ID to access the platform.

LEARNING GOALS

day 1

PHYGITAL CONTEXT AND LIFESTYLE

- Develop fluency in navigating the global phygital landscape through a lifestyle-centric lens.
- Understand the integrated framework of phygital marketing and how it aligns with key lifestyle touchpoints.
- Business-to-Human (B2H) approach, emphasizing emotional resonance, cultural nuance, and aspirational storytelling.
- Explore and apply experiential marketing strategies that bring lifestyle branding to life
- Company visit in the jewelry industry



LEARNING GOALS

day 2

INSIGHTS FROM THE FOOD&BEVERAGE INDUSTRY

- Explore the evolving growth trajectories within the Food & Beverage (F&B) sector, with a focus on lifestyle-driven trends.
- Gain insight into the strategic role of M&A as a lever for growth in the F&B industry, uncovering how competitive advantage is cultivated through brand integration, cultural synergy, and market expansion.
- Understand the distinctive value of “Made in Italy” in the F&B landscape to create powerful lifestyle-driven differentiation on a global stage.
- Company visit in the F&B industry



LEARNING GOALS

day 3-4

LIFESTYLE INDUSTRIES

- The Italian Beauty Industry: overview of the current scenario, market structure, and emerging trends shaping the sector
- Made in Italy & Italian Beauty: the strategic relevance of B2B dynamics and innovation within the global competitive landscape
- Case Discussions: in-depth analysis of Zegna and Bottega Veneta as benchmarks of Italian excellence and brand evolution
- Company visit in the beauty industry



day 5

ITALIAN CONTRACT MANUFACTURING AND PROGRAM WRAP-UP

- Italian contract manufacturing / Guest speakers from Ancorotti Cosmetic
- Program wrap-up through a Lifestyle Brand Case Discussion



DETAILED PROGRAM | TENTATIVE

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October, 19 Phygital Context & Lifestyle Management

Prof. Chiara Piancatelli

9.00 Check-in & Welcome
Coffee

9.30 Welcome to
SDA Bocconi

9.45 – 11.00 Exploring the
Phygital Context and Key
Elements of Lifestyle
Management

11.15 – 12.30 Presenting a
Strategic Framework for
Designing Experiential
Activations

Prof. Chiara Piancatelli
14.30 – 17.30

Company visit: Pomellato



October, 20 F&B and Made in Italy

Prof. Vittoria Veronesi
Prof. Olga Annushkina

9.00 – 12.30
Critical Success Factors
of Authentic Italian Food
& Beverage Strategy

Campari Case
Discussion: The growth
of an Italian Iconic Brand

Work in small groups on
Assignment A

Prof. Vittoria Veronesi
15.15 – 18.15

Company visit: Berlucchi
Franciacorta



October 21 Made in Italy and the Italian Beauty Industry

Prof. Gabriella Lojacono

9.00 – 12.30
Guest Speaker: KIKO
The Italian Beauty Industry:
scenario, market and
trends

Introduction on
Assignment B

Prof. Gabriella Lojacono
14.30 – 17.30
Work in small groups on
Assignment B



October 22 The Italian Beauty Industry

Prof. Gabriella Lojacono

Prof. Gabriella Lojacono
9.00 – 11.00
Case Discussions: Zegna and
Bottega Veneta

11.15 – 13.00
Work in small groups on
Assignment B

Prof. Gabriella Lojacono
14.00 – 17.30
Presentations of Assignment B



October 23 Innovation in lifestyle industries

Prof. Gabriella Lojacono

9.00 – 11.00
Guest Speaker: Ancorotti Cosmetic

Debrief and feedback

Prof. Chiara Piancatelli

11.15 – 13.00
Program wrap-up through a
Lifestyle Brand Case Discussion

Prof. Chiara Piancatelli

14.00 – 17.30
Work in small groups on
Assignment C

17.30
submission of learning
journal (Assignment C)

HOW TO GET THE BEST OUT OF THIS WEEK

- Network with faculty and your classmates!
- Stay in touch with your classmates and groupmates (Groups “A”, Groups “B”, Groups “C”)
- Actively participate to in-class discussions sessions and work in small groups



ITALIAN EXCELLENCE: MASTERING LIFESTYLE MANAGEMENT

CONTACTS:

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CONTACTS:

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THANK YOU

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