

AEFFE

Massimo Ferretti - profile

Massimo Ferretti was born in Cattolica (RN) on April 6th, 1956.

Ferretti is currently the Executive Chairman of **Aeffe S.p.A.**, which he founded with his sister Alberta in 1980. Aeffe S.p.A. has been listed on the Star Segment of Borsa Italiana since 2007.

Since founding the company, Ferretti has focused his energies on the development of the family's brand **Alberta Ferretti** as well as identifying emerging talents and shepherding the launch of their careers. Rifat Ozbek, Jean-Paul Gaultier and Narciso Rodriguez are among the collaborations Ferretti has nurtured over the years.

In 1983, he launched Franco **Moschino's** collections, which marked the course of Aeffe forever.

In 1994, the company opened its Milan headquarters in Via Donizetti, where the showroom and press offices were to be housed; in 1996, in light of the growing importance of the American market, **AEFFE USA** was established in New York.

Between 1999 and 2002, Ferretti finalized several important financial deals; in 1999, it acquired the majority stake in fashion house **Moschino** and in 2001 the takeover of shoe maker Pollini provided for the direct manufacturing of the Group's accessory collections, as well as the manufacturing and distribution of the **Pollini** collections.

The acquisition of Velmar accomplished the same objective, but with regard to lingerie and swimwear licenses.

In 2002, **AEFFE FRANCE** was established in the prestigious Rue du Faubourg St. Honoré in Paris.

In 2013, Ferretti appointed American designer, **Jeremy Scott** as Creative Director of **Moschino**.

In 2015, **Philosophy**, launched by Alberta Ferretti in 1984, was entrusted to **Lorenzo Serafini**, current Creative Director of the brand.

In 2020, AEFEE formalized a multiyear global licensing agreement for the production and distribution of the underwear and beachwear collections branded **Chiara Ferragni**.

The year 2021 marked a new course for the future development of both the Moschino brand and the Group. In July the company took full control of Moschino by acquiring the 30% stake from minority business partner SINV Holding; in November, the company announced that it had taken control of the distribution in China, effective from the second semester of 2022.

In addition to serving as Chairman of a number of other companies, Massimo Ferretti is also a board member of the Camera Nazionale della Moda Italiana.