

PIERO IACOMONI
BOARD OF DIRECTORS
CHAIRMAN

Piero Iacomoni was born on June 26, 1944 in Monte San Savino (AR). He graduated with full marks in industrial chemistry, working immediately with production and analysis of timing and methods. Between 1967 and 1968, he became Production Manager for Vega, a leading textile company in Arezzo, and worked as a consultant for some local manufacturing companies, such as Lebole. His entrepreneurial vocation immediately prevailed over the technical one. After a bohemian trip on a Lambretta throughout Europe in search of a new life and work project, he "decides" to become an entrepreneur and, inspired by a visit to the Louvre, he chooses the name of his future company. In 1968, Monnalisa, a small fashion workshop for girls' garments, was born. His entrepreneurship is immediately oriented towards internationalization and issues related to disseminating social well-being. This orientation involves all employees and stakeholders and is endorsed by the SA8000 certification, with a reporting and transparency path that will lead Monnalisa to be awarded two Oscar di Bilancio FERPI. On 11 January 2011, Piero Iacomoni launched a governance system extended to members outside the founding family (his wife Barbara - creative director of the brand, with their children Dimitri and Diletta - fashion coordinator), to ensure the generational handover with the goal of devoting most of his time to innovative projects and the coaching of young talents. Piero Iacomoni has to his credit numerous talks and collaborations with various Italian universities (including Liuc; Luigi Bocconi; University of Siena; Politecnico di Milano; Master Luxury Management of the Politecnico di Milano; Master in retail marketing of the University of Turin; Department of Economics and Business of the University of Tuscia). Among the awards received, the Michelangelo Award from Fenacom Toscana, THE INTERNATIONAL LA FONTE AWARD, and Michelangelo's David in 2016 from the NGO Girotondo per sempre. In November 2017, he published his biography, "Un montigiano nel mondo." In 2018, the European Academy for Economic and Cultural Relations awarded him the title of Aerec Academic for having contributed with his work "to the evolution of human knowledge according to principles of morality and ethics". In the same year, on the occasion of the Roma Fashion White evening event, he was awarded the Career and Fashion Professions Award, while Monnalisa was awarded for its internationalization on the fifth edition of Save the Brand - an award organized by LC Publishing Group in collaboration with ICM Advisors. Piero relentlessly continues to travel and contribute to the internationalization of the company he founded. He is the Chairman of the Monnalisa Foundation, a non-profit that develops the company's social commitment and its culture of safety, benefitting the environment, the region and its culture in support of the disadvantaged. In his spare time, he takes care of his beloved grandchildren and his vineyard, a metaphor for a life rich in work and passion.

MONNALISA