Cocinelle appoints Giada Cappelletti as Head of Global Travel Retail

Giada Cappelletti as Head of International Markets & Global Travel Retail at Coccinelle

Coccinelle has announced the appointment of Giada Cappelletti as Head of International Markets & Global Travel Retail with the aim to drive growth and profitability within its global travel retail division. Cappelletti will boost the brand's already established presence in the channel at airports, downtown duty free malls and cruise ships worldwide,

Cappelletti joined Coccinelle in July 2022 as Head of International Markets focusing on the expansion and of the brand across APAC and Europe domestic markets. She will be part of the TFWA Management Committee representing the fashion and accessories category.

Cappelletti has previously covered international roles within the field of accessory segment, having had the opportunity to manage both worldwide wholesale, then travel retail channels.

“I am honored to work with Coccinelle during this exciting time for the company and to lead its Global Travel Retail division. Coccinelle is a brand with a passion for craftsmanship, evidenced by a strong commitment to the finest Italian leathers and artisanal production," says Cappelletti.

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“Coccinelle will continue its expansion plan in travel retail in current and new markets to always be at customer’s side. I welcome Giada in her new role as Head of International Markets & Global Travel Retail. With her strong international and commercial experience, Coccinelle will further develop and grow the travel retail business, a strategic channel for us,” adds Emanuele Mazziotta, Chief Operating Officer at Cocinelle.

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