

# Anja Bonifacio

*Helping European brands find their footing in the U.S.*

Book a 30-min intro call →

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## POSITIONING

For European lifestyle and luxury brands building in the U.S. — across fashion, accessories, and adjacent categories.

## SOUNDS FAMILIAR?

Strong in Europe, invisible to U.S. trade · Wholesale ambitions without a U.S. playbook · Brand story that doesn't yet land · Senior leadership needed, but not full-time

## WHERE I HELP

### 01 U.S. Go-To-Market & Distribution Strategy

*"You want to grow in the U.S. without losing what makes your brand worth growing."*

**+33% luxury portfolio growth · 2x men's luxury eyewear in U.S. department stores**

Build a U.S.-specific distribution vision with clear guardrails · Translate European brand guidelines into a U.S.-ready playbook · Review door performance — go deeper, pull back, or exit · Guide account expansion and consolidation decisions · Build roadmaps that protect equity without leaving revenue behind

### 02 Brand Storytelling, Retail Experience & Client Engagement

*"Your brand is understood in Europe — but not yet loved in the U.S."*

**Reversed Coach Eyewear's double-digit decline to +6% growth in 18-24 months**

Translate European heritage into stories that resonate in the U.S. · Design in-store activations, luxury events, and market weeks · Develop storytelling tools for retailers, sales teams, and clients · Build emotional connections that turn buyers into advocates · Elevate brand presence at retail — visually and experientially

### 03 Product & Assortment Strategy for Commercial Growth

*"Your product is beautiful — but not yet fully connecting commercially."*

**Turned a double-digit decline into +3% growth at Ray-Ban**

Analyze product, pricing, and assortments for U.S. relevance · Identify white space beyond the usual NY and LA lens · Partner with sales teams for real customer insight · Advocate with European HQ for what the U.S. actually needs · Align collections to demand — commercially sharp, brand authentic



■ LET'S TALK

*I'd love to learn more about your brand.*

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