

GIORGIO BELLOLI

Group Chief Consumer Officer

Giorgio Belloli is Group Chief Consumer Officer at Golden Goose, reporting directly to CEO Silvio Campara. Since joining the Company in 2026, he provides clear direction, objectives, and governance to our regions to strengthen market presence, geostrategy, and business impact across our channels. He directly manages CRM and Digital channels globally, as well as omnichannel purchasing strategies.

Prior to joining Golden Goose, he spent three years at Burberry as Chief Digital, Customer & Innovation Officer. Before that, he spent nine years in London at Farfetch, where he served as Chief Commercial & Sustainability Officer.

Earlier in his career, Giorgio worked at Kering, initially as CEO of Hussein Chalayan and subsequently as Business Development Director for Alexander McQueen. He also held managerial roles within Prada Group, working across both Prada and Miu Miu.

Giorgio began his professional career at Club 21 in the UK, where he served as Sales Manager for Giorgio Armani and Armani Jeans.

Born in 1975, Giorgio graduated from the University of California (UCLA), Los Angeles, with a degree in Business Administration.