

Simone Messina

Research assistant at the Kedge Business School.



Simone Messina is a branding expert with a specific interest in fashion and luxury brands. He obtained his Master of science in Marketing Management, at Bocconi University, Milan, with a thesis on branding under the supervision of Professor Diego Rinallo. He then continued his branding studies in France, as a research assistant, in the department of marketing of [Kedge Business School](#).

He is currently participating at projects that regard the creation of brands for fashion apparels. The expertise of Simone focuses on the key branding concepts that are the central topic of his teachings: Brand positioning study – Brand identity definition – Visual brand identity – Brand elements & Marketing mix strategies – Brand architecture & Brand portfolio analysis – Brand extensions – Corporate brands – Cultural branding. 18 hours of training for second year students (Master Métiers de la Mode et du Textile).