



Stefano Martinetto

CHIEF EXECUTIVE OFFICER, TOMORROW

Italy catalysts 2017

His omnichannel business model includes a showroom, a logistics and distribution centre and a marketing arm.

Vital Statistics

BORN

9 November 0000

NATIONALITY

Italy

LOCATION

United Kingdom

Biography

Stefano Martinetto is the chief executive, controlling shareholder and director of Tomorrow, a unique multibrand, multiservice omnichannel business model which includes a showroom, a logistics and distribution centre as well as a marketing and digital arm. Tomorrow operates out of showrooms in the world's four major fashion capitals: London, Milan, Paris and New York.

The international sales platform is led by Tomorrow's in-house team lead by former managing director of Yoox.com, Alessandra Rossi, and has amassed a curated selection of international brands across high-end and contemporary menswear, womenswear, accessories, technology and jewellery including Marni, OAMC, Rebecca Minkoff, Tibi, Facetasm and [Markus Lupfer](#) , providing these brands with quality exposure, capital, business advice, and access to the world's top stores.

Martinetto started his career in 1991 at the family business Alex Distribuzione, then the agency of Designers such as Valentino, Dior, [Saint Laurent](#) , where he grew to be the [Helmut Lang Jeans](#) sales manager, a formative experience before launching his business 6 years later.

Between 1997 and 2010 he experienced several years as distributor and advisor to brands such as Evisu, Puma, Fake London, Superfine, Rogan, Vince and [Raf Simons](#) .

Martinetto's forward-thinking business vision unites his previous Italian business with his solid expertise in international retail distribution. Tomorrow, which was co-directed by the Saturday Group, was taken over by Giancarlo Simiri and Martinetto in November 2015 in a MBO with the support of private equity house Three Hills Capital Partners.

In January 2016 it was announced that Three Hills Capital Partners would invest \$21 million in the business, providing funding for further international expansion.

Martinetto projected gross sales, which are north of USD \$62 million, to grow by 20 to 30 percent for 2017.

In 2016, Red Circle Investments, the family investment company of Diesel founder [Renzo Rosso](#) , has acquired a "high single-digit" stake in Tomorrow London.





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