

PROFESSIONAL OVERVIEW

Possessing over 20 years of cross-disciplinary experience in the Architecture and Interior Design fields; working on a diverse array of Projects ranging from: Guccis Flagship Store Design Standards, International Expansion for a Ralph Lauren Brand, Private Luxury Residences, winning a LEED Platinum Nature Conservatory Center in Washington DC, Space Planning a Historic French Parliament Building to become the Waldorf Astoria in Paris, Hotel Design, Product Design and Re-Branding Directives. Jennifer provides Clients with well-conceived projects, which achieve the highest level of design for the budget/timeline. She consistently delivers personalized environments that have room to evolve and adapt to a changing Lifestyle, or the contemporary needs of a Commercial Brand.

EXPERIENCE

Jeffrey Beers International

Associate Principle - Architecture & Interiors
May 2021- Present

Transforming an iconic, Miami Hotel into an International Luxury Entertainment and Resort Brand, working in collaboration with David Collin's Studio in London, the Rockwell Group and Piero Lissoni's Team in Milan to create a one-of-a-kind guest experience. Given my specialization in crafting unique, branded experiences as well as building design studios that work in 3D Software; JBI reached out to me to lead the largest project their studio has had in its 30 year history.

Brand Bureau (an AvroKO Company)

Design Director

August 2018 - April 2021

Leading a dynamic group of Architects, Interior Designers and Furniture & Lighting Designers, who innovate within a diverse array of hospitality project typologies from: Food & Beverage, Retail and Travel to re-imagining industries such as Student Housing, Healthcare and Civic Spaces with a focus on a user's modern needs, the staff's experience that provide unique services that everyone desires.

Clients range from global corporations such as: LVMH, Disney Imagineering, Marriott, Hyatt, CJ Foods, RBI, to the University of California and San Francisco Medical Center. While entrepreneurs engage Brand Bureau to build a holistic brand experience through meaningful Research, Strategy, Graphics, Environments, and Marketing.

NOTABLE PROJECTS:

Fresh Global Flagship Store Design, W Hotels Global Re-Positioning Brand Standards (Marriott), Le Meridian Resort Branded Experiences & Sales Brochure (Marriott), Hospital of the Future (for UCSF), Walt Disney Imagineering & Marvel Entertainment, University of California at Berkeley 'Anchor House', Levain Bakery 'New Cafe Concept', Fierce Whiskers Tasting Room, Amazon Headquarters NYC

Cinema Vitae

Founder & Creative Director

April 2017-August 2018

Cinema Vitae was formed in 2017 as a multi-disciplinary & multi-sensory Creative Agency that focuses on Architecture, Interior Design, Product Design and the Art of 'Memory Making' for Clients in Fashion, Retail, Hospitality, Food & Beverage with a focus on Brand Partnerships and Brand Strategy. Jennifer's diverse background in combining Design with Business strategies looks for projects that require expertise in this subject matter and the potential of cross-pollination between Creative Professionals to develop an exceptional Product, Project or Brand.

NOTABLE PROJECTS:

Noma (Copenhagen) Residences, Frankies Spuntino New Restaurant Concept & Products, Tory Burch, Henri Bendel, Prior-'a new Luxury Travel Brand': Headquarters & Brand Positioning with Pentagram

Ralph Lauren

Head of Global Store Design & Experience, Third-Party Partnerships & Home Goods for Club Monaco

January 2011- April 2017

Directs an In-House Store Design Team of Architects, Engineers, Art Curators and Interior Designers to ensure that the Club Monaco Design Concept is maintained from inception through execution. Projects include all details in regards to the physical Shopping Experience & PR/Marketing Events worldwide; as well as conceptualizing the user experience on-line with the web development team (Lead by Laura Porco from Amazon) and the Saturday Group for the new Website platform to mimic the experiences found within our store environment for on-line Customers.

Curated and Oversaw the Development of a Private Label Homegoods Collection for Club Monaco in partnership with ABC Home and with independent Furniture Makers and Decor Brands that typically work only with the Interior Design Trade. Managed relationships with Vendors and Artisans from initial conversations, through installation & deliveries.

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Work Examples: www.jd-cv.com

Professional Skills:

Management of +25M Capital & Expense Budgets
Management of Architectural, Interior & Product Design Teams
Project Management
Research & Design
Branding
Brand Strategy
Design Standardization
Procurement
Product Design & Prototyping
Fashion Show Set Design & Event Design
Lecturing
Design Criticism
AutoCAD
Revit
3D Studio Max
Adobe Creative Suite
Microsoft Office (Word, Excel, Outlook)
Web Design -HTML, Java & Flash

Honors & Awards:

Preston H. Thomas Memorial Lecture Series
Symposium Guest Lecturer
Topic: 'Spolia'
Paper: "What is Luxury Today?"
2014

Cornell Entrepreneur Network
Guest Panelist - NYC
Topic: "the Future of Retail"
2014

Contract Magazine
Best Hotel Design Winner
W Fort Lauderdale
2011

AIA Washington DC
Grand Prize - Unbuilt Awards
Kingman Island Environmental Education Center
Competition Winner
2009

Education:

Cornell University
Bachelors of Architecture (Professional B.Arch)
1996-2001

Thesis: 'Landscapes of Displacement: *Acqua Alta* & *La Serenissima*' (in conjunction with Università Iuav di Venezia & MOSE)
2000

Rome Program - Architecture Study & Italian Cinema
1998-1999

Summer Program 'On the Water's Edge'
Documenting the Architecture of Portugal, Spain & France
1998

EXPERIENCE *(Continued)*

Brand Partnership Strategy and Management, soliciting small 'Boutique Brands' to join Club Monaco as a Third Party Operator in Flagship Stores such as: Putnam & Putnam, Rizzoli Booksellers, Sqirl, Goop, Milk Bar/Momofuku, Mario Battali, Hugh Achenon, Toby's Estate, the Strand, Coqui Coqui (Mexico) and Sant' Ambroues.

Initiates Concept Narratives, Space Planning and Bespoke Materials/Designs for all Flagship and Pop-Up Stores. Leads Design Reviews and Approval Process with CEO. Participates in Ralph Lauren Real Estate evaluations and selections for future locations for Club Monaco's Global expansion plan.

Advises on Yearly Capital Budgets with VP of Finance and ensures that Construction and FF&E Budgets are maintained with each Project Team. Typical Capital Budget of \$25M USD per Year, for projects in North America, UK, Scandinavia, Europe, UAE, China, Hong Kong and Japan. Oversaw the design and execution of + 200 new doors (includes SIS for Galleries Lafayette, Harrods, Harvey Nichols, Shinsegae, Lotte, Ilium) to the Club Monaco brand in 2012.

NOTABLE LOCATIONS:

Fifth Avenue Global Flagship (NYC), Soho Flagship Store (NYC), Sloane Square Flagship Store (London), Wanchai Men's Pop-Up Shop (Hong Kong), Bloor Street Flagship (Toronto) with New Store Designs developed in LA, Dallas, Montreal, Los Angeles, London, Greenwich, Miami, the Hamptons, Dubai and Japan. Note: China, Hong Kong South Korea, Taiwan, Japan Store Initiatives executed with Local Partners; Dubai (UAE) and Turkish Stores executed with Local Partners; International Fixture Design Roll-Out Package & Prototyping.

Thom Filicia Inc.

Studio Director: Residential & Hospitality
August 2009-January 2011

Directed multiple Interior Design Teams and Consultants on current Studio Projects for Celebrity Interior Designer, Thom Filicia while he was filming his television series in Los Angeles. Projects ranged from Private Luxury Residential, Hotel Design as well as Product Design for his Private Label Furniture, Textiles & Bedding.

NOTABLE PROJECTS:

Thom Filicia's Lake House- 7,000 sf (Upstate New York); Ski House for Major League Pitcher - 10,000 sf (Vail, Colorado); Pre-War Apartment for Emmy Award Winning Actress/Writer - 6, 500 sf (NYC); Penthouse Apartment for Female Golf Pro- 5,000 sf (NYC); Weekend Estate- 14,000 sf (Greenwich, CT); Colgate Inn Branding & Renovation-40,000 sf (Hamilton, NY); Furniture, Lighting, Fabric and Product Line Development for Thom Filicia Inc.

Clodagh Design

Project Director: Hospitality & Branding
April 2007- May 2009

Having acquired a breadth of Commercial Architecture and Branding experience at design firm 'STUDIOS' Architecture, Clodagh solicited Jennifer to bring in large commercial projects, specifically Hotel Design & Branding Initiatives. Immediately following her first Starwood Project in a Historic 1930's Hotel in San Juan, Puerto Rico; the Studio received numerous RFPs from Hilton, Kitt Kemp, Conde Nast, Candela, Related and more for more Hotel, Retail and Spa Designs.

NOTABLE PROJECTS:

Starwood W Hotel, +1M sf (Fort Lauderdale, FL); Starwood Hotel, 500, 000 sf (San Juan, PR); Conde Nast - Allure Magazine Virtual Store Design (On-Line Shopping Concept); Candela Hotels & Resorts with Olsen/Kundig Architects (Seattle, WA); Hilton Hotel Re-Branding of the Conrad and Quinn Hotels; Conrad Hotel Competition (Berlin, Germany); Gerber Group Bars/Clubs in connection with W Hotels.

STUDIOS Architecture

Project Architect: Commercial Architecture & Planning
April 2001-April 2007

Working for International Architecture firm STUDIOS was the foundation of Jennifer's professional experience, working with well-established Commercial Brands and Clients to create innovative environments through Strategy & Programming initiatives for Government Buildings, Private Offices, Retail Stores and Hotels.

NOTABLE PROJECTS:

GUCCI Store Design Standards - Worldwide; GUCCI Concept Store (Rome, Italy); Waldorf Astoria (Paris, France) - Lenders Package Presentation & Space Planning; Bloomberg Foundation BIM Modeling of Public Areas - 20,000 sf (New York City); Yahoo Corporate Offices - IAC - Rhino Modeling/Coordination of Public Areas in collaboration with Frank Gehry Partners (NYC); 1110 Vermont - Interactive Facade, Lobby & Landscape Design in collaboration with Howeler+Yoon (Washington DC); Kingman Island Nature Center LEED Platinum Competition Winner (Washington DC); Pentagon Renovation Standards, Strategies & Procedures (Washington DC); Goldman Sachs Corporate Offices (Washington DC); Venable Lawfirm Corporate Offices (Washington DC); Oxford University Press- Corporate Offices (NYC); Hearst Private Office Design for Oprah Winfrey (NYC); Wall Street Journal/Dow Jones Office & Private Office and Terrace Design for Rupert Murdoch (NYC); Sweetgreen Concept Store & Standard Store Design (Georgetown, Washington DC)

Client List:

Companies

Conde Nast
Gucci
LVMH
Ralph Lauren
Tory Burch
Waldorf Astoria
Starwood
Hilton
Bloomberg Foundation
IAC

Chef's/Restaurateurs:

Sweetgreen
Rene Redzepi - Noma
David Cheng - Momofuku
Hugh Achenon - Empire State South
Donatella Arpaia - Prova (Concept)
Jessica Koslow - Sqirl
Travis Lett - Gjelina/Gjusta
Umber Ahmad - Mah ze Dahr Bakery
Christina Tosi - Milk Bar
Frankies Sputino - Alementari (Concept)

Activities:

Parsons - New School of Design; Guest Critic
Corcoran Institute of Art - Guest Critic
Dublin Institute of Technology - Guest Critic
Cornell Entrepreneur Network; Guest Speaker

Publications:

New York Times

Club Monaco's Fifth Avenue Flagship will feature a Cafe, Bookshop and Florist

Wall Street Journal

*The Slower You Shop, the more you Spend
Club Monaco launches a Concept Store at Noma*

Elle Decor

the Fashion Retailer that is getting major attention for it's Store Decor

Architectural Digest

*Club Monaco Opens Two New Outposts in London
A Farmers Market opens at Club Monaco in Toronto*

Professional References:

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212.446.2800

Marc Szafran
President, Holly Hunt
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Deborah Gargiulo
CFO, Trish McEvoy
914.450.7090

JENNIFER DI LEONARDI

ARCHITECTURE - INTERIOR DESIGN - BRANDING



Conrad Hotels - Branding & Design

Hotel Re-Branding at it's finest. Defining a peaceful place for the world-weary, Business Traveler to put their feet up and enjoy... Well, till the next e-mail arrives. The 250 page Design Standards Manual developed in 2008 for Hilton was executed in a prototype location in Downtown NYC in 2012 by KPF Architects and Monica Ponce de Leon, currently the Dean of Architecture at Princeton; with more locations in the works such as Herzog & de Meuron's newest execution in Washington DC, in 2019.



Gucci - Global Design Standards

With white marble floors, the Art Deco-style sofas, chaise lounges, smoked glass coffee tables and dark rosewood cabinets, the store has the feel of an expansive Upper East Side townhouse whose owner has a taste for luxury and a penchant for mid-century modernist style. "The idea was also to create a special environment with an emphasis on transparency and light." This Flagship Store Prototype in both Rome and NYC, along with the brand standards created to support it, lasted over 14 years, globally.



Noma x CM

The space at Noma, with its exposed wooden beams, touches of wild greenery, and Danish design furniture, was transformed by Club Monaco to showcase a vast range of carefully curated products. Included in the selection are pared back CM clothing in neutral tones, beautiful books and rare editions from Strand in New York, as well as Noma ceramics and custom Mad et Len scents. This ephemeral project was featured in major publications and photographed by Richard Stapelton and Rosa Park of Cereal Magazine.



Waldorf Astoria - Paris

Transforming a 'Belle Epoque' Government Building into the Waldorf Astoria in Paris; through architectural analysis, feasibility studies and cinematically-collaged imagery with our Paris Office, the team created a beautiful 'Lenders Package' to raise funding to acquire the building and re-imagine it as a Luxury Hotel.



Ralph Lauren & Club Monaco

Global Lead for 'Store Design & Experience' at Club Monaco, I developed cohesive interior style-guides that enables the brand to share its story & aesthetic with a customer, as soon as they walk in the door. For over 6 years my international teams developed a store aesthetic that speaks to chic, style-minded customers. With one of a kind furniture, lighting, and décor sourced from celebrated flea markets in Paris, Morocco and beyond, each store is entirely bespoke, with furnishings that define it's distinct feeling.



Sweetgreen - the Prototype

The first Sweetgreen Retail Concept was housed in an unexpected location in Georgetown (Washington DC), where the innovative brand owners saw an opportunity for fast, healthy and localized food for the masses. This retail concept included call-ahead orders and pick-ups as well as personalized ingredient combinations from locally-sourced supply chains. This pioneering 'Fast Casual' F&B Brand disrupted the Fast Food Industry and still carries design elements featured in the first prototype, 15 years later.



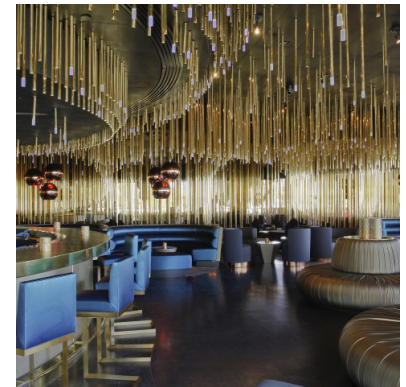
a Pre-War Residence

Tina Fey & Jeff Richmond came to Thom Filicia to transform two Pre-War Apartments on the Upper West Side of Manhattan to become 'Home' for their growing family. The 'very casual' couple wanted a comfortable space to work from home and entertain in, which would highlight their collection of Art, especially paintings by Tina's talented Father. The 'Turn-Key' Project was delivered to the family for Thanksgiving Dinner, in 2009.



a Greenwich Estate

Creating a Weekend Retreat in the Country for a successful family of five, that wanted to feature their extensive collection of Indian Artifacts and Antique Furniture in the 14,000 SF Estate. Interior Renovation included 14 Bathrooms with their own unique aesthetic, a pool house, guest house and tennis courts. Thom Filicia's Private Label Furniture Line and Textiles were used throughout the residence, along with bespoke furniture designs. The Home was featured in Elle Decor and photographed by Eric Piasecki.



Starwood Hotels

Creatively leading the designs of all public spaces for both the W San Juan and W Fort Lauderdale Hotel & Residences (+1M sf) that won Clodagh Design the Best Hotel Award of 2008 and the praise of then CEO Ross Klein (former CEO of Starwood and Hilton). These Hotel Projects included custom furniture, fabrics, lighting and plumbing designs, which were later used for a Private Label 'Outdoor Collection' by Clodagh for Restoration Hardware, in 2017.