



# NANCY GONZALEZ

COLOMBIA NEW YORK

Santiago Barberi Gonzalez, President and Creative Director of Nancy Gonzalez, was immersed in creativity and culture at an early age. Born in Cali, Colombia, his childhood was steeped in travel and a heritage of savoring fine art and design.

He was inspired by Nancy Gonzalez, his mother. Her exquisite taste was greatly admired and led Mr. Barberi Gonzalez to conceptualize what today is the Nancy Gonzalez brand. Mr. Barberi Gonzalez remains the brand visionary for the company which he founded with his mother in 1998. He has been the force behind the global expansion of Nancy Gonzalez, with responsibility for every element of the brand's presence and business strategies from international sales to visual presentation.

Mr. Barberi Gonzalez established the company's US headquarters in New York. From there, he creates and defines the "voice" for the Nancy Gonzalez brand both visually and conceptually. From campaigns, to stores design, to merchandising the collection, he oversees the creative teams he has chosen to collaborate with from concept to reality.

Mr. Barberi Gonzalez unexpectedly inspired the addition of the company's Santiago Gonzalez collection for men. When he started carrying a few one-of-kind men's designs he designed for himself, store executives immediately took notice – and asked to place orders. His line has become a full collection that is sold at Bergdorf Goodman, Mr. Porter, Isetan, Harrods among other luxury retailers worldwide.

Santiago Barberi Gonzalez was educated in the United States. After prep school he attended Babson College in Boston for business administration and then SCAD to study fashion merchandising and art history. While at SCAD he started Nancy Gonzalez and traveled between Savannah and New York until graduation. He sits on the Board of Directors of the Accessories Council. Last year, Wallpaper Magazine invited Mr. Barberi Gonzalez to participate in the 51st edition of Salone del Mobile in Milan to collaborate with designer Aldo Baker in designing a stool all covered in Crocodile. He resides in New York and Paris and is a passionate collector of contemporary art and design.