

LIFE

# Annalisa Peretti: How legal expertise fuels innovation in fashion and real estate ventures

By Mae Cornes Published June 5, 2024



Image courtesy of Annalisa Peretti

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Hailing from Italy and currently thriving in the US, Annalisa Peretti's journey from an attorney-at-law to a businesswoman in the fashion and real estate sectors is the essence of a real-life dynamic character arc. Equipped with tenacity and entrepreneurial skills, Peretti has turned her passions into successful ventures, putting her name on the map of both industries.

## A journey from law to luxury: The birth of the Annalisa Peretti brand

Peretti established herself in L.A., California, in a cross-continent move to realign her career path. The lawyer-turned-businesswoman launched her eponymous luxury brand, Annalisa Peretti, known for its fusion of Italian elegance with contemporary trends and a commitment to sustainability. The brand's essence revolves around timeless sophistication, manifested through meticulously crafted garments that resonate with a diverse clientele.

Peretti's affinity for design and drive to save the environment have garnered attention from fashion enthusiasts and the film industry. Her creations have even been selected for a feature film, proving her designs' cinematic allure and appeal.

Central to Peretti's success is her commitment to quality and sustainability. By championing eco-sustainable fabrics and timeless design principles, she efficiently satisfies consumers' evolving tastes while addressing pressing environmental concerns within the fashion industry.

Further expanding the Peretti brand, she has triumphed in real estate. She built the AP Holding Group, which oversees her diverse portfolio of fashion, service production, and real estate ventures. With a projected investment of multi-millions for 2024 and 2025, she is set to broaden her businesses' presence in the United States and international markets.

Her real estate ventures are focused on acquiring prime properties across Los Angeles, Miami, and other cities. These acquisitions serve dual purposes: providing production units for her fashion brand and offering luxury venues for corporate events, private events, and multimedia productions. This strategic expansion reflects Peretti's three-dimensional approach to entrepreneurship, repurposing her legal background to navigate real estate acquisition and development.

## Fueling the future of fashion and real estate

Peretti is set to launch a new capsule collection crafted from luxurious materials such as cashmere and silk. This exclusive line caters to women seeking refined and comfortable attire for contemporary lifestyles.

With this new capsule line in the works, Peretti sends a message that one does not need to choose between comfort or style; they can have them both.

Through Annalisa Peretti's legal expertise and entrepreneurial vision, there is no telling which industry she might enter next.



In this article: Fashion, Real estate



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