

MODE | FEATURES

HOW ANNALISA PERETTI BUILT A BOOMING LUXURY PRODUCT PORTFOLIO

As CEO of AP Holding Group, Peretti oversees a diverse portfolio encompassing fashion, services production, and real estate.

KARA SMITH | JAN 8, 2024



Annalisa Peretti

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[Annalisa Peretti's](#) journey is a vibrant tapestry of determination, innovation, and an unyielding desire to do what she loves, aiming for personal and professional growth. Born in Northern Italy, Peretti initially practiced as a lawyer specializing in fashion law. Her legal profession and passion for the fashion industry set the stage for a transformative leap across the Atlantic.

After a series of personal events that redefined her path, Peretti embraced her true passions—fashion, architecture, and interior design. She relocated to Los Angeles, a city synonymous with dreams and reinvention, where she founded her eponymous luxury brand, Annalisa Peretti. The brand became a beacon of sophistication and creativity, embodying Peretti's vision of aesthetic and quality excellence.

As CEO of AP Holding Group, Peretti oversees a diverse portfolio encompassing fashion, services production, and real estate. Her entrepreneurial journey, fueled by an insatiable thirst for knowledge, along with limitless, fearless and data-driven mindset, has seen her emerge as a formidable businesswoman in Beverly Hills.



Annalisa Peretti

"I want to be limitless. I want to break stereotypes. I want to be someone that turns her dreams into goals and achieves them, whatever and wherever they might be," says Peretti. This philosophy not only defines her personal and professional ethos but also serves as an inspiration for women worldwide.

Peretti's recent ventures include launching a showroom on Miami's iconic Lincoln Road, where she offers a curated selection of her brand and others she manages. Her luxury properties are not just investments but also creative hubs for photo shoots, fashion shows, and exclusive events, reflecting her multifaceted talent and vision.

Her story—celebrated by publications like *Economy*, the monthly magazine of *Il Sole 24 Ore*, and *Fashion Times*—is a testament to the power of self-belief and relentless pursuit of excellence. [Peretti](#) has not just chased the American Dream—she has redefined it, proving that with courage, cleverness, creativity, and perseverance, anything is possible.

In the following months and years, Peretti envisions expanding her luxury property portfolio and launching in a couple of months a capsule collection of cashmere and silk garments made in Italy. Her unwavering commitment to growth, innovation, and integrity continues to drive her success, making her a true icon of entrepreneurial spirit.

[Annalisa Peretti's](#) narrative is more than a success story. It's a call to action for aspiring entrepreneurs to dream big, work hard, and transform their visions into reality. Her journey from a legal expert in Italy to a business leader across various sectors in the heart of Beverly Hills is living proof that the American Dream is alive and well.

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