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## From Attorney to Industry Disruptor: The Remarkable Rise of Annalisa Peretti



SOURCE: ANNALISA PERETTI

By: OK! Staff | May 31, 2024, Published 3:00 a.m. ET



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Trends come and go, but sustainability never goes out of style—even in the fast-fashion and haute couture industries.

"Sustainability isn't just a passing notion; it's the future of fashion," Annalisa Peretti states confidently. This statement reflects her innovative approach to the luxury fashion market, marking her transition from being an attorney in Italy to a notable entrepreneur in the United States.

Peretti's multi-branched path illustrates a modern version of the "American Dream," where legal expertise meets creative vision to impact fashion and real estate.

Peretti brings a distinct perspective on the fashion industry, ultimately igniting her passion for the art of couture.

Moving to Los Angeles, Peretti founded her luxury brand, Annalisa Peretti. Renowned for her sophisticated designs and commitment to sustainability, the multifaceted style icon is making significant steps yet leaving small carbon footprints.

Consumer demand for ethically produced and eco-friendly products is skyrocketing. Peretti's brand has aligned with this shift by using high-end, certified, sustainable Italian fabrics in her collections. Her designs, which include dresses, jackets, shorts, mini-skirts, and ponchos, are sold through exclusive boutiques and venues, such as the Beverly Wilshire and the Bel-Air Bay Club.

Peretti emphasizes, "Every piece we create is a statement of elegance and responsibility." This approach aims to blend luxury with ethical production, appealing to a growing segment of environmentally-conscious consumers.

Thanks to her efforts to reach new heights of sustainability and style, Peretti's label is well on its way to becoming a seal of green quality in the fabulous but cutthroat fashion world.

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### A Jane of All Trades: Real Estate and Multimedia Productions

Peretti has also expanded into the real estate and production sectors. With a planned investment of over \$12 million by the end of 2024, she is expanding her business by acquiring properties in Los Angeles, Miami, and other cities. These properties will serve as venues for fashion shows, product launches, photoshoots, events, and production units for various multimedia projects.

The U.S. real estate market, particularly in the luxury sector, is experiencing growth. As of 2024, luxury real estate transactions in Los Angeles and Miami have increased by 2%, according to the National Association of Realtors. Peretti's acquisitions in Beverly Hills, Bel Air, and Malibu are strategically positioned to benefit from this trend. These properties are designed to cater to the high demands of the fashion and entertainment industries.



### Rising to the Occasion: The Future of Peretti's Multi-Industry Dreams

Despite having a lot on her plate, Peretti has the balancing act mastered down to a tee. Her brand's growth aligns with increasing consumer awareness and demand for sustainable products.

Peretti is optimistic about what lies ahead. "I'm proud of what we've achieved so far and still looking forward to more," she says. "The next decade will be about pushing boundaries and setting new standards in fashion and beyond."

Peretti's story highlights the potential for innovative success in fashion and real estate. From her beginnings as a lawyer in Italy to her current role as a leading entrepreneur in the U.S., she shows how passion and strategic vision can transform industries and inspire change across borders. As a symbol of guilt-free and high-quality fashion, Annalisa Peretti's brand is turning the world into a runway for change.