AS QUOTED IN

"Maximalist events create multi-sensory immersion — they aren't just branded, they're embodied. The most powerful experiences stimulate not just the mind, but **touch, smell, sound, and emotion — leaving a lasting imprint on the audience."**

FAST COMPANY

— **ANGELI GIANCHANDANI** *on the future of events*

"Levi's decision to reduce non-productive SKUs is a smart, sustainable strategy. Like Nike's 'fewer, bigger, bolder' approach, it simplifies assortments and sharpens focus. **Brands like Coach and Uniqlo have also thrived by doubling down on hero products."**

REUTERS

— **ANGELI GIANCHANDANI** *on brand simplification and product strategy*

"Negotiation isn't a guarantee—it's a strategy. Success comes from **preparation, planning, and understanding the other party's interests alongside your own.** That's how you build **trust, rapport, and results. Never just wing it."**

Reader's Digest

— **ANGELI GIANCHANDANI** *on effective negotiation*

"Costco isn't just about low cost — it's about value at every tier. Their strategy **attracts a more affluent demographic** by **balancing quality and savings."**

AP Associated Press

— **ANGELI GIANCHANDANI** *on retail strategy and product mix*

"When a brand partners with a **controversial figure**, they're borrowing their **cultural capital** — but also their risk. **Adidas didn't just lose money, they fractured trust. Recovery isn't just financial, it's reputational."**

yahoo! finance

— **ANGELI GIANCHANDANI** *on restoring brand reputation*