



I AM  
CASA





**“I share my journey in the watchmaking world the way I would have liked to see it from the outside, between stories and experiences.”**



# MISSION

To narrate watchmaking in an inclusive, fresh and professional way, allowing anyone to take part in the amazing journey I'm living. Giving voice to stories, people and experiences, can bring value to both the audience and the brands involved.



# VALUES

## Enthusiasm

watch-making means emotions, even before passion.

## Network

the true goal for social media is to create connections in real life. To do so, someone must encourage that process.

## Attention

abandoned and careless communication has never been solid. A curated image and content selection is the filter through which we see the world.



## Sharing

the pleasure and fulfilment of a new discovery comes from sharing it with those who are close to us.

## Entertainment

who said watchmaking must be boring or standard?!

## Inclusion

there are no boundaries in narrating watchmaking, whoever wants to listen is welcome!

## Reliability & Professionality

entering this world could be hard or confusing, and that's what lamCasa's is here to solve.



# WHAT



- Management of digital communication and multilingual content creation related to high end watchmaking, aiming at narrating to the general public, with a fresh and professional flavour.
- Creation of experiences, events and promotional campaigns.
- Development of B2B and B2C networks.



# WHO



## Andrea Casalegno

Ex-Co Owner and  
Editorial Director of  
ItalianWatchSpotter.

Degree in Management  
Engineering at Politecnico  
di Milano.

In the watchmaking  
industry since 2014, with  
experiences as editor,  
frontman and consultant.



# HOW

## Instagram

A personal account with high potential and a great reputation in the industry. Rich in potential buyers and high-profile people.



## Youtube

Goal platform for the project, still not promoted, that will hold the majority of the content. Will be promoted after the website's launch.



## Website

A dedicated portal for lamCasa's contents and services, perfect to stay in touch and showcase products and campaigns. Predicted launch: mid November 2021.



## LinkedIn

Personal profile with more than 500 connections, established and high profile.







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