

Daniela Farinetti

Creative Director | Design Director | Product Development Specialist

Current Location: Dubai, UAE

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Professional Summary

Accomplished and visionary **Director of Design** with 20+ years of global experience in **luxury fashion, womenswear, ready-to-wear, and fast fashion** across Europe, Asia, Australia, and the Middle East. Recognized for leading high-performing design teams, shaping profitable and innovative collections, and driving **strategic brand direction**. Expert in **fabric sourcing, color strategy, product lifecycle management, and market trend analysis**.

Proven record in building **new brands from inception**, delivering standout capsule collections, and steering all creative and operational aspects of fashion product ranges — from concept to final production.

Core Competencies

- Creative Direction & Brand Identity Development
- Global Trend Forecasting & Market Analysis
- Luxury & Ready-to-Wear Design
- Collection Planning & Merchandising Strategy
- Fabric, Yarn, Print & Embroidery Sourcing (Global Network)
- Color Theory & Palette Creation
- Team Leadership & Talent Development
- Supplier & Stakeholder Management
- Sustainability in Material Development
- Budget Control & Cost Optimization
- 360° Campaign Direction (Advertising, Social, Retail)

Professional Experience

Director of Design

Kashkha – Dubai, UAE | 2023 – Present

- Lead the **concept-to-market** process for seasonal collections, ensuring market relevance and brand cohesion across all product categories.
 - Drive trend and color research, aligning product strategies with **consumer behavior insights** and competitive market analysis.
 - Oversee cross-functional collaboration with Sales, Marketing, Operations, and external suppliers to ensure strategic alignment.
 - Supervise and mentor the creative team, fostering a culture of innovation, efficiency, and high-quality output.
 - Develop annual business plans, budgets, and performance metrics to support company growth objectives.
 - Direct major campaigns across advertising, social media, and commercial film.
 - Conduct cost analysis and ensure collections meet **margin, quality, and delivery targets**.
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Design Director & Product Manager

Jaspal – Bangkok, Thailand | 2021 – 2022

- Maximized brand potential through innovative **product range strategies** and competitive benchmarking.
 - Led a multidisciplinary team in delivering cohesive and **commercially successful women's fashion collections**.
 - Directed seasonal color palette development, integrating color insights into full looks and head-to-toe concepts.
 - Partnered with Fabric, Technical, and Production teams for sample fitting, fabric research, and design approvals.
 - Presented seasonal lines to buyers and stakeholders, driving **sell-in and sell-through success**.
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Director Designer

Mastani – Melbourne, Australia | 2017 – 2021

- Directed the creative vision for **luxury womenswear collections** in ready-to-wear, swimwear, and resort categories.
- Managed full product lifecycle — from initial concept and **sourcing rare fabrics and trims** to final production and quality control.
- Built brand identity elements, including **trims, branding, and sustainable material integration**.

- Oversaw design research, pattern development, sample fitting, and technical detailing.
 - Led international sourcing from **India, Europe, Japan**, and Asia.
 - Organized brand participation in fashion fairs and international presentations.
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Design Director

Varana – Bangalore, India | 2015 – 2017

- Directed a **22-person multidisciplinary design team** (garment, textile, accessory designers).
 - Defined seasonal concepts, trend research, and **fabric selection** for luxury collections.
 - Led international sourcing trips and factory visits.
 - Managed full design-to-production workflow to ensure brand aesthetic and quality standards.
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Senior Designer

Bomboogie – Turin, Italy | 2014 – 2015

- Designed complete women's ready-to-wear collections, managing **fittings, sourcing, and technical drawings**.
 - Coordinated production with global partners to meet seasonal timelines.
 - Developed design sheets and collaborated with product developers to ensure smooth execution.
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Senior Fashion Designer – Motivi & Elena Mirò

Miroglio Group – Alba, Italy | 2008 – 2014

MOTIVI (Fast Fashion)

- Drove trend-responsive collections for the competitive fast-fashion market (Bershka, Mango).
- Selected fabrics, developed prints, and managed seasonal fittings.

ELENA MIRÒ (Luxury Plus Size)

- Developed luxury womenswear lines in collaboration with visual merchandising teams.
- Oversaw fabric assessment, fitting, and technical production processes.

Fashion Designer

Dolce & Gabbana – Milan, Italy | 2004 – 2008

- Worked directly with Domenico Dolce & Stefano Gabbana on **collection concept development**.
 - Sourced luxury fabrics globally; supervised fittings and product approvals.
 - Contributed to **swim, resort, and ready-to-wear luxury collections**.
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Fashion Designer

Gruppo Industrie Moda – Milan, Italy | 2000 – 2004

- Designed women's ready-to-wear lines with a focus on **sustainable yarn selection**.
 - Created technical sheets, approved fittings, and maintained garment libraries.
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Languages

- Italian (Native)
 - English (Fluent)
 - French (Conversational)
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Portfolio

- www.studiodesignerdf.com
- www.mastani.com.au
- www.varanaworld.com
- www.dolcegabbana.com
- www.elenamiro.com
- www.bomboogie.com