

Daniela

DIRECTOR of DESIGN

**I am positive, determined
and intuitive person.**

**I believe that the quality of
ideas are essential for
success**



SKILLS

PHOTOSHOP
ILLUSTRATOR
CLOD 3D

CONTACT

Number

+393331008050

Email

danielaforinetti@gmail.com

Portfolio

www.studiodesignerdf.com

Instagram

@danielaforinetti

LinkedIn

[https://www.linkedin.com/in/
daniela-farinetti-5a1b5444/](https://www.linkedin.com/in/daniela-farinetti-5a1b5444/)

PROFILE

*Exceptionally creative and innovative
Director Design with over 18 years of
experience in Fashion, including team
leadership and responsibility for all product
categories. An inspirational leader with
proven success in overseeing new fashion
designs and execution of collections, shapes,
fits, prints, fabrics, silhouettes, patterns,
sourcing, and product development.*

ACADEMIC

*Apro Formazione Alba 3 years
Master IED Turin 5 years*

EXPERIENCE

DIRECTOR DESIGN
MASTANI
MELBOURNE-AUSTRALIA

DIRECTOR DESIGN
VARANA
BANGALORE-INDIA

SENIOR DESIGNER
BOMBOGIE
TURIN- ITALY

SENIOR DESIGNER
MIROGLIO
ALBA-ITALY

FASHION DESIGNER
DOLCE & GABBANA
MILAN-ITALY

FASHION DESIGNER
GRUPPO INDUSTRIE
TURIN-ITALY

Daniela

Director Designer and owner at STUDIO DF

Milan- Italy

April 2022- today

Luxury Womenswear- Menswear -Kidswear-Accessories and Interior

- Conceive & implement concepts, guidelines & strategies in various creative projects & oversee them to completion
- Understand the client's KPIs and produce detailed & holistic creative work.
- Develop relationships with clients to ensure service and delivery expectations are being met.
- Regularly communicate with regional/global counterparts to create synergy in campaign strategy and approach.
- Anticipate the client's needs and set up an internal process to meet/exceed them
- Lead brainstorming/creative sessions to generate ideas
- Pitch ideas confidently and present their creative vision clearly to clients, as well as communicate in the same manner to members of their creative team.
-
- Overseeing the design of the Collection range, working with senior management to see the design concept is followed into a cohesive, inspired and market relevant range
- Thematic and qualitative realization of the seasonal collection trends/themes taking into account color charts, materials, prints and key silhouettes
- Alignment of product ranges across all categories
- Responsible for the realization and creative input of the collection framework plan in regard to complexity, price structure, quality, timing, margin and retail core range, also observance of budget
- Strategic implementation to shape product range and create new opportunities
- Benchmark analysis of competitors and strategic implementation into collections; Intensive and continuing research of trends and innovation and consumer behaviour
- Leading and managing the design team
- Ensuring there is cooperation and alignment with all interfaces (e.g. external suppliers, Sales, Brand Management, Operations and Marketing)
-
-
- Direct & motivating art directors, illustrators, copywriters, etc teams to utilize their talents effectively
- Build an environment for the creative team to work in and oversee their ideas and projects
- Train and guide subordinates into accomplished professionals
- Take a hands-on approach to the role, with necessary digital platform expertise to quality control or troubleshoot issues around setting up or tracking where necessary
- Stay on top of new industry developments & readily suggest new technology and/or beta tests to clients.
- Meet regularly with creative teams to keep them up to date with the latest trends.
-
- Revise content and presentations, approve/reject ideas, and provide feedback to the team
- Monitor results of team efforts and propose actions for the future
- Supervise the department's daily workflow, assign project workloads, and monitor deadlines and budgets.
- Take responsibility of the creative philosophy & standard of output across the agency or department
- Collaborate with account executives to obtain knowledge of the client's requirements
- Direct multiple projects, advertising & social media campaigns, commercial films, and 360 campaigns.
-
- Develop an annual business plan, to include specific, measurable objectives, targets and initiatives to support the delivery of the business strategy in the light of your research and assessment of future maintenance needs. Propose associated resource requirements and budgets.
- Develop and monitor metrics to support the achievement of objectives, drive performance and achieve consistency of service. Establish and execute initiatives to drive continuous improvement to enhance quality and efficiency within budget.
- Own relationships with third party organizations where they pertain to maintenance and airworthiness activities.
- Participate in business development activities to win new contracts.
- Plan, coordinate, direct and oversee maintenance work performed by Engineering and by external contract maintenance providers, to ensure all operational requirements and regulatory requirements are met or exceeded.

Daniela

Director Designer for MASTANI

Australia- Melbourne

-Feb 2017 - Today -

Womenswear Luxury Collection Ready-to-Wear and Swim & Resort season

- Extensively creative ideas, source reference material/textile, and key design elements
- Excellent knowledge of fabrics/embroidery from India, Europe (Paris Premier Vision), Asia, Japan (Tokyo Fashion Show)
- Create brand identity through trims & branding development, Research trends for the WSW
- Analyzing the global market and determining customers demand
- Product: driving performance of our products through a sustainable lens with material research & development.
- Give full input into relevant collections including preliminary-Management of the design team.
- Design research including style ideas and key detailing
- Hand drawings and technical drawings for pattern maker and production use
- Leadership experience in setup new Brand and lead a team
- Clothing patterns knowledge
- Communicate and give the pattern makers direction to ensure understanding of design
- Follow all the fitting and the sampling room
- Follow the proportions and finishes and chalk the quality control
- Provide input into the development and production of the sample ranges for press and sales
- Extreme ability to organize his team and all areas related to creating a successful Brand
- Cost analysis and cost optimization
- Analyze sales and research to target the collections on the market demand
- Participate in all fashion fair and organize collections for presentations

Design Director for VARANA

India- Bangalore

-Feb 2015 - Feb 2017-

Womenswear Luxury Collection Ready-to-Wear

- Analyzing the global market and determining customer's demands. -Researching fashion trends and selection of fabrics.
- Management of the design team (graphic, textile, accessories designers 22 people)
- Drive marketing in brand seasonal concept direction
- Full presentations for capsule collections/show-room
- Travel for efficient and relevant shopping trips and to factories for handover & inspiration
- Communicate ideas and designs to the development team and initiate the process of development
- Hand drawings and technical drawings for pattern maker and production use
- Leadership experience in setup new Brand and lead a team
- Full design of shapes & details for development with the technical fit team
- Communicate and give the pattern makers direction to ensure understanding of design
- Follow all the fitting and the sampling room
- Follow the proportions and finishes and chalk the quality control
- Provide input into the development and production of the sample ranges for press and sales
- Extreme ability to organize his team and all areas related to creating a successful Brand
- Cost analysis and cost optimization

Daniela

Senior Designer for BOMBOOGIE

Italy-Turin

-Aug 2014 - Feb 2015 -

Womenswear- Collection Ready-to-Wear

- Analyzing the global market and determining customer's demands.
- Selecting fabrics including jersey and knitwear material
- Supervisor of the fittings and performed lap dip approvals
- Travel for efficient and relevant shopping trips and to factories for handover & inspiration
- Working closely and communicate daily on issues and changes that arise from the development of designs selected. I was following the partner with the product developer to ensure a smooth workflow each season when executing each style
- Design research including style ideas and key detailing
- Hand drawings and technical drawings for pattern maker and production use
- Participate in fittings with the technical team
- Communicate and give the pattern makers direction to ensure understanding of design
- Share completed technical sheet to buying offices globally
- Follow the proportions and finishes and chalk the quality control

Senior Fashion Designer for MIROGLIO GROUP

Italy-Alba

Womenswear Ready-to-Wear and Fast Fashion

Motivi Brand: 2011 -2014 (3 years)

- Analyzing the global market, competitors (Bershka, Mango...), the fast-fashion trends
- Selection of the fabrics (including jersey and knitwear)
- Working with visual merchandiser and analyzing the retail shops
- Working with Asia
- Preparing all design sheets for divisional presentations and focusing on following up on each style
- Communicate and give the pattern makers direction to ensure understanding of design
- Follow all the fitting and the sampling room
- Participate in fittings with your Senior Designer and technical team
- Mock visual examples of merchandising for the website

Elena Miro Brand: 2008- 2011 (3 years)

- Analyzing the global market, competitors (MaxMara)
- Selection of the fabrics
- Working with visual merchandiser and analyzing the retail shops
- Working with Asia
- Manage photo sample tracking process for each season for all incoming styles. Check-in and organize all samples. Document and communicate sample discrepancies to marketing partners
- Clothing patterns knowledge
- Communicate and give the pattern makers direction to ensure understanding of design
- Follow all the fitting and the sampling room
- Participate in fittings with your Senior Designer and technical team

Daniela

Fashion Designer for DOLCE & GABBANA

Italy- Milan

-Dec 2004 - Jan 2008-

Womenswear Luxury Collection Ready-to-Wear and Swim & Resort season

- Collaborating directly with Domenico Dolce and Stefano Gabbana
- Supervisor of the fittings and performed lap dip approvals
- Traveling to Asian supplier's factories and sourcing new fabrics
- Give a full input into relevant collections including preliminary
- Design research including style ideas and key detailing
- Hand drawings and technical drawings for pattern maker and production use
- Clothing patterns knowledge
- Communicate and give the pattern makers direction to ensure understanding of design
- Follow all the fitting and the sampling room
- Product: driving performance of our products through a sustainable lens with material research & development.

Fashion Design for GRUPPO INDUSTRIE MODA

Italy- Milan

-Jan 2000 - Nov 2004-

Womenswear Ready-to-Wear and Fast Fashion

- Design research including style ideas and key detailing
- Hand drawings and technical drawings for pattern maker and production use
- Maintain our yarns & garments library up to date & relevant
- Focus on sustainability regarding yarns selection
- Create all selected & confirmed styles into computerized & design technical sheets
- Participate in fittings with your Senior Designer and technical team

www.studiodesignerdf.com

www.mastani.com.au

www.varanaworld.com

www.dolcegabbana.com

www.elenamiro.com

www.bomboogie.com

Daniela