



# Daniela Farinetti

Fashion Designer

## CONTACT

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## EDUCATION

- ◆ Apro Formazione  
Str. Castelgherlone, 2/a, 12051 Alba
- ◆ Istituto Feller  
Istituto Superiore di design e moda  
Via Ospedale, 15 - 12051 Alba (CN)

## SKILLS

- ◆ Softwares :  
Photoshop  
Illustrator  
Pack Office
- ◆ Languages :  
Italian  
English

## EXPERIENCE

### ◆ VARANA, Bangalore, India.

#### Design Director - Womenswear

*Feb 2015 - Today (14 months)*

Analysing the global market and determining customers demands.  
Researching fashion trends and selection of fabrics.  
Management of the design team (graphic, textile, accesories designers).  
Designing complete collection.  
Supervision of the fittings and the sampling.

### ◆ BOMBOOGIE, Turin, Italy.

#### Senior Designer - Womenswear

*Aug 2014 - Feb 2015 (7 months)*

Selecting fabrics including jersey and knitwear material.  
Designing collection (silhouettes, technical sheets)  
Supervision of the fittings and performed lap dip approvals.  
Traveling to Asian supplier's factories and sourcing new fabrics.

### ◆ MIROGLIO GROUP, Alba, Italy.

#### Fashion Designer - Womenswear

**Motivi Brand : 2011 -2014 (3 years)**

Analysing the global market, competitors (Bershka, Mango...), the fast-fashion trends, and the Motivi costumer.  
Selection of the fabrics (including for jersey and knitwear)  
Designing collection (silhouettes, technical sheets)  
Working with visual merchandiser and analysing the retail shops.

**Elena Miro Brand : 2008- 2011 (3 years)**

Analysing the market (MaxMara, Massimo Dutti...), and the trends.  
Working closely with the buying teams to define the collections.  
Creating fast-react product in season to meet customers demands.  
Designing collection (silhouettes, technical sheets, fittings and sampling)  
Traveling to Asian supplier's factories.

### ◆ DOLCE & GABBANA, Milan, Italy.

#### Fashion Designer - Womenswear Jersey collection

*Dec 2004 - Jan 2008 (3 years)*

Collaborating directly with Domenico Dolce and Stefano Gabbana.  
Coordinating the jersey and knitwear Women collection.  
Analysing the trends and sourcing new materials  
Creating the samples with external collaborators (Turkey, Asia...)

### ◆ GRUPPO INDUSTRIE MODA (Private label Calvin Klein...), Italy.

#### Fashion Designer - Women's and Men's Denim/Jersey collection

*Jan 2000 - Nov 2004 (5 years)*

Designing collection (silhouettes, color palettes, technical sheets)  
Selecting fabric qualities and fasteners at international trade shows.

## EXPERIENCE

### **VARANA, Bangalore, India.**

#### **Design Director - Womenswear**

*Feb 2015 - Today (14 months)*

- ♦ Management of design team (11 people): junior designer, graphic designer and visual merchandiser, analysing the global market and the competitors, analysing the brand costumer and the new generation, determining customer demands, working with visual merchandiser and analyse the retail, providing timely information and coaching regarding new collections, requiring fast timing of work and coordinate the team with precise instructions, fashion trends research (WGSN, Style sight, blogs, shopping and social networks), selecting fabric qualities and fasteners at trade shows as Premiere Vision and Text world, following the multi product collection apparel jersey and knitwear, designing silhouettes creating individual colour palettes for each style using the master palette, fittings and sampling.

### ♦ **BOMBOOGIE, Turin, Italy.**

#### **Senior Designer - Womenswear**

*Aug 2014 - Feb 2015 (7 months)*

Selecting fabrics including jersey and knitwear material, designing silhouettes, creating and completing technical sheets for all silhouettes, set-up spec sheets for all buy silhouettes, fittings and performed lap dip approvals, traveling to Asian supplier's factories and sourcing new fabrics.

### **MIROGLIO GROUP, Alba, Italy.**

#### **Fashion Designer - Womenswear**

**MOTIVI Brand** : 2011 -2014 (3 years)

Analysing the global market and competitors like Pull&Bear, Bershka ,Zara,Mango, H&M, analysing the fast fashion trends, analysing the Motivi costumer and visiting the competitors shops weekly, fabric selection including jerseys and knitwear materials, designing silhouettes, creating and completing technical sheets for all silhouettes, set-up spec sheets for all silhouettes, fittings and performing lap dip approvals, working with visual merchandiser and analysing the retail shops.

### ♦ **ELENA MIRO Brand** : 2008- 2011 (3 years)

Analysing the competitors like MaxMara , Massimo Dutti, analysing the trends and the market, working closely with the buying teams to define the collections reflecting the Elena Miro concept whilst ensuring commercial remains, keeping abreast of current season sales and create fast-react product in season to meet demands, selecting fabrics and new materials, designing silhouettes, creating and completing technical sheets for all silhouettes, fittings and sampling, traveling to Asian supplier's factories

### ♦ **DOLCE & GABBANA, Milan, Italy.**

#### **Fashion Designer - Womenswear Jersey collection**

*Dec 2004 - Jan 2008 (3 years)*

Coordinating the jersey and knitwear Women collection, collaborating directly with Domenico Dolce e Stefano Gabbana to implement the collection, analysing the trends and sourcing new materials, creating the samples with external collaborators Turkey, Tunisia, Asia and Hong Kong, fittings and sampling

### **GRUPPO INDUSTRIE MODA (Private label Brookfield, Calvin Klein), Italy.**

#### **Fashion Designer - Women's and Men's Denim/Jersey collection**

*Jan 2000 - Nov 2004 (5 years)*

Designing silhouettes ,creating individual colour palettes, creating and completing technical sheets for all silhouettes, selecting fabric qualities and fasteners at trade shows as Premiere Vision Paris, Honk Kong, fittings and sampling.