



# Vanessa Cinquemani

Womenswear Head of Design / Concept Design, Colors and Material Manager - sustainable fashion specialist, premium/luxury market

📍 Roma, Metropolitan City of Rome, Italy

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## Links

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## Languages

Italian (Native)

English (Fluent)

German (Work Proficiency)

French (Basic)

## About

I am a passionate and accomplished creative leader with over 16 years of experience in the fashion industry, specializing in sustainable and premium/luxury womenswear. As Head of Design for pioneers of circular and fair fashion, I lead a team of designers to create innovative and engaging collections that reflect the brand's identity and values, while meeting the needs and expectations of the customers.

My core competencies include design strategy, multi-product design, trend research, colour and material management, and creative direction. I have a track record of delivering high-quality and commercially viable concepts, from sketch to production, that balance creativity and innovation with sustainability and ethics. I also have extensive knowledge and experience in textile research and development, focusing on sustainable and innovative materials. I am driven by a mission to contribute to a more responsible and conscious fashion industry, and to inspire and empower others to do the same.

### BRANDS WORKED WITH

5forecastore

Brunello Cucinelli

Camera Nazionale della Moda Italiana Cnmi - Next Generation Competition

Esprit

Fabiana Filippi

hessnatur

LC Waikiki

L. Pucci - S.R.L.

Peserico Spa

Trussardi

## Experience



### ● Womenswear Head of Design & Innovation LAB Material Lead

hessnatur | Apr 2019 - May 2023

Envisioned, developed, and recommend engaging concept designs as per the needs of customers while leading the designers' team. Enhance brand identity, position at the head of the crossing divisional mood boards, colour palettes, and central narratives based on common materials and sustainable trends. Contribute to various special projects from planning to the delivery process. Lead material and print research/briefings focusing on sustainable textiles and innovative eco-fibres. Execute various day-to-day duties, including developing category ranges (yoga + womenswear) and fitting to facilitate designers from the first sample to bulk samples.

\_ Seasonal Creative Directions

\_ Colours & material Moodboards

\_ fabric research & fabric development (focus sustainable and innovative materials)

\_ Trendresearch & Presentation

\_ Prints & Graphic Design briefing

\_ design range plan

\_ material stories for marketing newsletter

\_ fitting from sample to bulk

\_ supplier sourcing

Aided the organisation in transforming from a local German brand to a European sustainable leader brand by defining and creating a new hand-writing, serving as a modern, timeless, and brand identity.

Improved collaboration between cross-functional departments to achieve targeted goals within time, including buying team, category manager, technical, design and marketing teams.

Planned and designed an advanced brand identity that led to minimising 30% costs through cross-functional team efforts, with focus on MATERIALS & COLORS

Instructed and effectively guided a team of 8 designers, resulting in

optimising team performance.

Conceptualised and designed key looks for studio and outside shooting while supporting marketing team.

Project management Lead of INNOVATION LAB MATERIAL



## ● Head of Creative Concept & Fabric Department

Esprit | Dec 2017 - Mar 2019

Led and established the concept design & fabric department for the Womenswear division for the OTB open-to-buy/fast-track business in terms of 20% of the annual budget. Conducted design & fabric trend analysis, creative mood boards, colour palettes, and key item details. Created and delivered trend presentations to design & buying teams. Defined and developed trend concepts for the e-commerce newsletters by liaising with the MM.

Maintained compliance of textile research and fabric development with the critical path by engaging and collaborating with European and Asian-based fabric mills/agents.

Coached and guided a team of 15 designers to implement the concept designs approved by the CPO.

Boosted online performance by allocating 20% of the total annual budget while identifying and addressing missing trends.

Established a connection/link between missing trends and annual collections.



## ● CREATIVE MANAGER consultant

LC Waikiki | Sep 2016 - Nov 2017

Company Info: Today LC Waikiki trades in 505 stores in 23 countries, with the company's philosophy that "Everyone Deserves to Dress Well" enabling people to enjoy accessible fashion through quality products at affordable prices.

Monitored and managed the design process, including preparing line boards, colour palettes for each season/delivery, colour flow, and in-store display. Delivered regular trend presentations to buying and design teams within the casual department, focusing on catwalks' analysis, blogs, magazines, forecasting agencies and websites, international store visits, web stores' analysis, and exhibitions to rate fashion trends under the Boston Matrix

parameters. Maintained consistency of brand image throughout all product ranges through colour flow, overarching seasonal concepts and trend stories.

Designed and launched collections according to the target customer groups, price architecture, fashion levels, sales history, growth targets, and domestic/international competitors' landscape and demands.

Gauged customer demands every week by visiting stores and conducting domestic/international competitors visits, joining focus groups, and gathering feedback from the retail team.

Advised and effectively guided buying & design team consisting of 15 designers regarding the collection framework process.

Improved brand identity, boosted sales by 15%, and efficiently managed cross-cultural teams.

## ● Founder & Creative Director

5forecastore | Jan 2015 - Nov 2017

Company info: 5forecastore was a Fashion trend forecasting start-up platform & Fashion design Agency, providing continuous up-to-date fashion trends and in-depth analysis, dedicated to fashion, for fashion industry professionals.

Established an innovative startup based on on-demand services and customised consulting to gain extensive experience in trend forecasting, trend concepts, trend analysis, and visual communication while managing/coaching a team.

Offered individualised creative and design guidance/support based on the profile of each customer, including target-focused trend research, seasonal concepts, runway analysis, colour palettes/colour flow, key materials/details, and key items/must-haves e key materials.

Maintained up-to-date knowledge of the latest trends in women's apparel, denim, accessories, footwear, and swim, including graphic and print development by travelling throughout Europe, The US, and Asia.

Successfully implemented design and delivered the product within time and according to the creative, commercial, and trend standards while overseeing a team of eight designers and graphics.

Formulated and presented detailed trend, fair-trade, and retail reports to international brands/retailers and social media platforms.

#### CLIENTS:

Marzotto, Orta Anadolu, Yoox, Peserico, Amina Rubinacci, Maredamare fair, Daniela Drei, KBL Group International, Efesis jeans, Mesura Tekstil, Yamamay, Ecco Exe Natural, One jeanswear Group, Godske Group Uk, Cathrine Hammel, Jos Bles, Retros de Ouro, tomorrowltd, Newtimes Group, Schoeller-wool, Liu Jo, Rosso35, Red Eyewear Ltd, Castello d'Oro, Belee, TEN Accessories, Vito Vermeils, Diana Salivate, Lea Bruni, Fantasie tricot, Euroaccessori, Romanticherie lingerie Supermoon OÜ, Risi manifatture, Sueco textil, kingpins Show...

### ● Specialist FASHION DESIGN consultant

Peserico Spa | Jan 2014 - Jan 2017

Company Info: Made in Italy premium brand created in 1962 in the north of Italy with handmade processes, research of quality fabrics combined to a precise tailoring knowledge. The company targets the market by offering quality women's collections with sophisticated elegance. The brand is distributed to 1110 stores all over the world and in more than 15 brand stores.

Womenswear Designer specialised in woven, denim, jersey and knitwear collections while reporting to the creative director. Carried out various duties, such as trend forecasting, attending trade fairs and international travel, techpack sketches, seasonal design concepts, product development with weekly visits, denim laundries, fitting, and final presentation to sales.

Raised brand profile, generate 15% revenue, and designed apparel personalisations.

### ● FASHION DESIGN consultant

L. Pucci - S.R.L. | Jan 2013 - Jan 2014

- Senior Designer responsible for design of stand alone trousers & skirt range + jeans & garment dyed ranges for AW14-15, SS14 collections.
- Work closely with creative director researching and presenting seasonal design concepts, colour moods, key fits for upcoming range, new washing direction for denim and garment dyed range.
- Design the Trousers & skirts range + jeans selecting fabrics and trims with travels to fabric fairs, factories and laundries.
- Follow through from block definition and product development until the fitting of prototypes & pilots.
- Responsible for colour cards, approve colours, artwork and fabric qualities for designed ranges.

### ● Senior Fashion designer

Brunello Cucinelli | Feb 2011 - Mar 2013

Fashion designer for Brunello Cucinelli women's collection made in Italy, with focus on trousers, skirts and dresses, and responsibilities in DENIM and garment dyed.

#### Responsibilities

- Senior designer responsible for design of womenswear ranges.
- Design the (woven and jersey) Trousers, skirt, dress ranges and select fabrics and trims with travels to fabric fairs.
- Responsible for jeans & garment dyed ranges, developing new washing and treatments into the laundries.
- To ensure consistency in the brand identity and coordination in terms of colour stories/themes across all product categories, designed by other designers.
- Attend fit sessions with garment technicians to obtain best fit possible.

- Support the merchandising team in presenting the collection to the sales team and to collect their input/feedback.



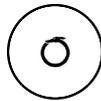
### ● Senior Fashion Designer

Fabiana Filippi | Apr 2010 - Jan 2011

OBJ:OBJ:OBJ:OBJ:OBJ: Fashion designer for Fabiana Filippi women's collection made in Italy. Design of multi product ranges, with responsibilities in jewelry range and small leather goods range .

#### Responsibilities

- Senior designer responsible for design of womenswear ranges.
- Presentation of seasonal design concepts, colours, key looks and design direction for upcoming ranges.
- Design multi product premium ranges that reflect brand identity and modernity.
- Select fabrics, yarns and trims with travels to fabric fairs.
- Responsible for jewelry range and small leather goods range
- Attend fit sessions with garment technicians to obtain best fit possible.
- Support the merchandising team in presenting the collection to the sales team and to collect their input/feedback.



### ● Jr Fashion Designer

Trussardi | May 2008 - Jan 2011

#### Responsibilities

- Junior designer responsible for design of womenswear ranges.
- Presentation of seasonal design concepts, colours, key looks and design direction for upcoming ranges.
- Design multi product commercial ranges that reflect brand identity and seasonal trends.
- Responsible for fabrics and trims research with travels to fabric fairs.
- Responsible for woven ranges
- Attend fit sessions with garment technicians to obtain best fit possible.
- Support the merchandising team in presenting the collection to the sales team and to collect their input/feedback.

### ● jr Fashion Designer

Camera Nazionale della Moda Italiana Cnmi - Next Generation Competition | Sep 2007 - Sep 2007

Thanks to the winning of the prestigious National Next Generation Competition, created and financed by the CNMI Italian National Chamber of Fashion, I was able to design and present my collection at the A/I 2008/9 Milan Fashion Week in the emerging talents section New Upcoming designers.

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## Education & Training

2007 - 2007

### ● CIS

Professional course in pattern maker for women's wear, Fashion/Apparel Design

2000 - 2005

### ● Università luav di Venezia

Bachelor of Arts - BA, Design

1995 - 2000

### ● Liceo classico Giacomo Zanella

Diploma di maturità, Classics and Classical Languages