



# Debora Beatriz Smaniotto

MRTW COLLECTION PRODUCT COORDINATOR

Rome, Metropolitan City of Rome Capital, Italy

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## Languages

English (Fluent)

Italian (Fluent)

Portuguese (Fluent)

Spanish (Native)

## About

With over 25 years of experience in the luxury fashion sector covering various roles, from fashion model wearer to PR, and subsequently as coordinator of RTW collections with creative teams.

### BRANDS WORKED WITH

Gucci

Gucci – WW Fashion Press Office

## Experience



### ● WRTW Product Assistant to Creative Office

Gucci | Jan 2019 - Oct 2022

Coordinates development and traceability of prototypes and samples in collaboration with design, materials research, purchasing and pattern-making teams; coordinates and attends all fittings from prototype to product delivery to meet collection development deadlines; supports the Design Director in the preparation of the Collection Overviews; creates and share all the documentation that regards the collection ensuring that all the teams involved in the creative process are aligned; manages the communication with the legal, merchandising and product development teams; manages images and visual documents; supports the Creative Services team in the production of fashion shows; coordinates and fully supports the Creative Office team in daily activities and during fashion shows.



### ● WW Creative Press Office & Entertainment Industry Services at

Gucci | Jan 2018 - Dec 2018

Contact with photo agencies to choose and buy pictures of celebrities wearing Gucci; Italian VIP Press Mailing list management; VIP Press releases management; handling of VIP press requests; Press, web and social networks monitoring; ROI analysis through various data platforms such as DMR and Fashion GPS; administration activities for budget control; back office activities during the events where the office is involved. Assistance to Talents/celebrities during official events such a fashion shows and special events.

### ● Internship at

Gucci – WW Fashion Press Office | Oct 2017 - Jan 2018

Supporting the Fashion PR team by participating in creation of PR global strategies for specific projects and events, assisting interviews with collaborators and talents, creating, and editing press releases, assisting in the management of fashion shows.

### ● International Fashion Model

| Jan 2002 - Jan 2017

Based in Milan, she worked in different Countries and markets traveling around Paris, London, Tokyo, Hamburg, Barcelona, and many other Cities. A model career based mainly as a House model for Gucci for 12 years, participating directly and collaboratively at all stages of the product production of WRTW collections, from the creative process and development to the showroom sales for international markets, including e-commerce. Also, by working as a Showroom model for clients such as Stella McCartney (2003-2014), Tom Ford (2011-2014), Botega Venetta (2017), Boglioli (2017) McQ, Celine (2011), Vionnet (2009), Marni (2006-2009), Trussardi (2009), Dona Karan (2004-2006), Pauls Smith (2004-2005).

### ● Fashion Model for the South American market

| Jan 1999 - Jan 2002

Traveling continually throughout South America and, thanks to her bilingual nature (Spanish/Portuguese), She was able to develop in-depth knowledge of the South American fashion market and industry.



### ● **MRTW Collection Product Coordinator**

Gucci | Nov 2022 - Now

Creation and implementation of collection schedule, ensuring that all activities are done according to collection development timelines; Works closely with the product development team to ensure the delivery of the prototypes by the requests of the style office; Ensure Coordinates and attends all fittings from prototype to product delivery to meet collection development deadlines; assist the FTS process (collection launch); Supports the collection director in all activities by organizing and following up meetings; Organization and management of collections overviews with the creative director, Management of the vintage garments, Responsible for the legal control with the intellectual property team, Creates and share all the documentation that regards the collection ensuring that all the teams involved in the creative process are aligned; Supports the fittings and manage the organization during the creation of final looks with the creative director; Coordinates