



Silvia Palomino

Creative Direction

Nord de Palma District, Balearic Islands, Spain

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Languages

- Spanish
- English

About

With more than 15 years of experience in the International. Fashion business. From a seller to creative director to creating new trends, and fully in charge of the collection design, corporate image, visual merchandising, new working practices, working alongside architects and designing furniture, lighting and mannequins to social media and advertising concept to create huge market awareness and superior market share. Highly creative and committed to every project, combining creative concepts and adapting to every need and market, reaching defined goals and targets. developing strategies to highlight and improve brand image. Natural leader with expertizes in handling very large, well trained, high profile teams and with a wide mentoring skillset and knowledge of team coaching and wellness in the workplace, taking into account that all team members must be happy and motivated to provide their utmost. Enjoy traveling and the freedom that comes from the creative process. Every brand is a soul and from the front door to the shop floor to stockroom, the client must perceive, enjoy and fall in love with the ethos of the brand. This is my goal and prior achievement.

BRANDS WORKED WITH

- Armada Group – Riva
- Arrow Usa.
- Bershka
- Encuentro.
- Gipsy Truck.
- Hora Trece.
- Roberto Torretta
- Texmoda.
- ZARA

Experience



● Roberto Torretta | Jan 2004

● Fashion designer

Hora Trece. |

I was already fashion designer while studying at the School of Fashion, I starter for this supplier based in Madrid and producing locally for brands such as C&A, El Corte Inglés, Cortefiel and many others.

● Commercial account representative

Gipsy Truck. | Feb 2022 - Jun 2022

COMMUNICATION & COMMERCIAL STRATEGY. Mallorca. Identify the target market, Research and allocation for the truck in the best spots of the island looking for maximum fruitful. 2020. DIFFERENT FASHION

● IMAGE DIRECTION CONSULTING

Armada Group – Riva | Jun 2022 - Nov 2022

FASHION. COMMUNICATION DIRECTION CONSULTING. Kuwait. Team building, Marketing strategy, Campaigns, Website design, Social Media, Advertising & P.R pacification, budgets. In their aim to expand business.

● Arrow Usa. | Jan 2004 - Dec 2004

Design and Coordination of the women's collection. Development of the brand image for the women's collection. Development of the concept of the collection, definition of the target, Design and development of the collection.



● Head of Design.

Bershka | Jan 2002 - Dec 2003

Identification and development of trends, fabrics and leading the design of the collection, sourcing international suppliers, confirming fitting and quality of the product for final production, merchandising of the collection, and shop set-up. I divided the collection into Bershka and Bsk in order to specialize the 2 different styles that were already living together in the store; young woman or teenager in order to catch the eye of both

target markets providing a more personalized collection to each target improving the brand image, boosting also the sales of both collections.

- **Creative Director**

Texmoda. | 2001 - 2003

Creative direction for the well known and recognized manufacturer from Barcelona. Coordination of the design teams to supply designs and collections for all the main own brands; Parafine, Fluido, Texmoda. Opening new supplier links and systems to work in Asia, as well as sourcing new customers including Sportmax (Max Mara Group. It)

- **Creative Director**

Encuentro. | Jan 1999 - Dec 2001

Encuentro is retail Spanish fashion brand based in Canary Islands. They hired me to create their headquarters in Barcelona, develop and improve the brand identity, implementation of work systems, and recruitment of design team and sales follow-up.



- **Fashion Designer**

ZARA | Feb 1994 - Oct 1999

I jumped to Zara from a Master degree in Retail management in the University of Madrid! I started my Inditex career working as a designer for the menswear department. After 2 years Mr. Amancio Ortega promoted me as the Creative Director for their Young label: Trafaluc,