



Kate Cervini

I am Senior Project Manager who goes above and beyond what anyone asks me to do, and I always do it with a smile.

📍 London, UK

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Languages

English (Fluent)

French (Basic)

About

I always aspired to be a star in the womenswear world working as a stylist; however, unbeknownst to me I would become utterly captivated by men's tailoring during an internship at Thomas Pink. Not only was I drawn to the product, I felt the menswear market had a much different attitude and energy and I felt a shift in my own style and aesthetic. After that pivotal time, I immersed myself by interning, freelancing and landed a coveted position at Details Magazine working with my current mentor, Eugene Tong.

My career at Details began as an intern with the Fashion Department, followed by a position as a Fashion Associate, which then led to a Market Editor role over the course of 4 years. During my days in the fashion closet, I had the privilege to be surrounded by the most prominent menswear labels as well as more niche brands from Scandinavia and Taiwan. I was ravenous to learn more about the clothing but also about the trends, and how these elements created beautiful visual elements during each run through with our Creative Director, Editor-in-Chief, and fashion team. During my time at Details, Eugene Tong and I styled and co-produced lookbook photoshoots, fashion shows, and campaigns. We continue to broaden our client base, and I look at each project as chance to share my creative thoughts and execute it at the best of my ability.

After the closure of Details Magazine in 2015, I took an unexpected leap into full-time freelance styling and experimental production which helped me build strong relationships with such innovators as Ronnie Fieg (Kith), John Elliott, and Dao-Yi Chow and Maxwell Osborne (Public School). Leveraging the connections, I made in publishing and styling I joined the men's sales team at Capsule Show managing over 1,800 brands. Although daunted to accept a sales role, working at Capsule enabled me to continue to research new brands and give them a platform in the American market to thrive and represent the landscape of the current market. While I was in a sales position, I had the ability to produce 8 fashion presentations during the Spring/Summer 2018 Capsule Tradeshow. I executed sponsorships, resources for each brand, scheduling, budgets, and set turnover in between each presentation. This is when I realized creative production is my main focus for my career.

After Capsule was sold in 2018, I decided to start my own project management and consulting business, Kate Cervini LLC. Through starting this company I have had the opportunity to work on various projects with leading companies. The projects range from art performances at Art Basel, Miami to fashion fairs in Copenhagen. My most recent experience has been working on various events and projects with clients such as: Copenhagen International Fashion Fair (CIFF), Plus Plus Agency, SO MAJOR, The Business of Fashion, and Vanessa Beecroft. I value the opportunity I have with my clients and execute each project and event to its fullest potential.

My experience has allowed me to understand and gain knowledge as a project manager from fashion shows and photoshoots, marketing campaigns, collaborations and partnerships, client management, market knowledge, and events. I continuously look at past and present projects to think outside the box and to bring fresh ideas to the new opportunities presented to me.

BRANDS WORKED WITH

- 1 Hotel West Hollywood
- Capsule Show
- Details Magazine
- Grayson & Mason Ltd
- None Title
- Reese Cooper
- The Business of Fashion

Experience

● Project Management

None Title | Mar 2018 - Now

- Leveraging global network from prior roles to build long term relationships and facilitate partnership opportunities between brands

- Creating strategies for small European and Asian brands to break into the US market
- Developing offline and online brand strategies and marketing budgets for brands such as Jason Scott and Dyne.Life
- Managing all aspects of event coordination including scouting spaces, contract negotiation, onsite set-up, and logistics
- Travel to major fashion weeks and events to stay abreast of the latest market trends and network with potential clients
- Current Projects: SO MAJOR by Winston Retail, Copenhagen International Fashion Fair, The Business of Fashion, and Grayson & Mason LTD. see less

● Project Manager

Grayson & Mason Ltd | Sep 2012 - Now

- Assist on all lookbook shoots and brand launch shoots
- Assist on fashion shows and presentations during New York Fashion Week
 - o Organize and prepare all samples in each collection for every styling and fitting session
 - o Assist with castings and document all looks during fittings
 - o Manage the collection coordinating team to build dresser boarders and document final looks for each model
 - o Implement and execute the backstage logistics for each show and presentation
 - o Spearhead the packing and transportation of the collection to the show venue
 - o Lead the dressing teams for day-of-show to make sure all models are dressed and in the order for run of show
 - o Plan and coordinate with the production teams for scheduling between Grayson & Mason and each brand
- Coordinate and schedule all consulting client meetings and manage the schedule for each meeting
- Manage consulting clients for all project deadlines see less



● Show Project Manager

Reese Cooper | Jan 2021 - Jun 2021

I worked with the Reese Cooper team to help execute their AW 21 and SS 22 digital fashion shows that went live during Paris Men's Fashion Week. I facilitated and managed the following in preparation for their digital fashion shows:

- Interviewed and hired casting directors
- Managed contracts with the hair and make up teams
- Managed budgets for the show
- Worked closely with Styling team, Savannah White
- produced pre-collection schedule along with day of show run of show
- Worked alongside the video production team, Andre Bato
- Coordinated with casting team for casting and fitting schedule
- Managed collection run of show boards
- Managed back stage of show day

● Retail Curator

1 Hotel West Hollywood | Jun 2021 - Aug 2021

I collaborated with luxury hotel, 1 Hotel West Hollywood, to curate a sustainable pop-up shot in their Goodthings retail shop at their location. I curated 7 sustainable brands that ranged from skincare to clothing and footwear. I merchandized the store, and ran operations of the store for the duration of the pop-up including staffing the store. I collaborated with the 1 Hotel on marketing efforts and influencer programming.

The pop-up was open from June 2021-August 2021.



● Project Manager

The Business of Fashion | Sep 2018 - Nov 2018

Executing 3 US events through the course of 3 months
 Working alongside the events team based in London
 Managing all aspects of events coordination including locations, theme, onsite set up, communication, and logistics
 Executing and communicating event logistics to creative partners and

sponsors to The Business of Fashion
see less



● **Men's Sales and Production Manager**

Capsule Show | Feb 2016 - Mar 2018

- Contact, introduce and recruit new men's brands for men's Capsule tradeshow in Paris, New York, and Las Vegas
 - Maintain relationships with current brands and new brands
 - Consult new brands on brand development for appropriate market, price points, target markets, and overall brand image
 - Responsible for securing upwards of \$900K in sales for the men's shows
 - Curate and execute special installations for each men's show such as: NYFW:M Liberty x Capsule fashion presentations, Capsule Market Square, Poli-Sci, and Highsnobiety Under The Radar
 - Organize and stage the entire floor plan for each men's show
- see less

● **Market Editor**

Details Magazine | Oct 2013 - Nov 2015

- Edited the London, New York, denim, contemporary, and sneaker markets
 - Assisted Market, Fashion, and Style Directors, outside stylists, and photographers for run-throughs and photoshoots
 - Spearheaded the photoshoot logistics for all shoots between the fashion department and the photo studios
 - Oversaw the Fashion Closet, which included the hiring, training, and managing of the new freelancers
 - Liaised with Public Relations representatives and designers for sample requests and credit information
 - Designed, produced, and managed the sneaker section for Details.com on the latest releases, trends, and collaborations, and was responsible for 5 posts a week, which resulted in doubling the views of the section
 - Enhanced the Details' Instagram following by contributing 4 posts a week
 - Managed the fashion department schedule as well as the scheduling for New York Fashion Week and London Collection: Men's
- see less

Education & Training

2011 - 2012 ● **Parsons The New School for Fashion Design**

AAS, Fashion Marketing

2007 - 2011 ● **Hillsdale College**

Bachelor of Arts, Economics; French,