



Anna Martello

Fashion Luxury Expert - Award Winning Designer. Creative Direction, Branding, Marketing and Communication.

📍 New York, NY, USA

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Languages

English (Fluent)

Italian (Native)

Spanish (Basic)

About

Lifestyle-oriented creative expert based in New York with deep-seated passion around sustainability and Design.

Head of Design and Co-Founder of Les Marteau, creative consulting studio based in New York City.

Unique international mindset stemming from success in corporate and entrepreneurial work environments. Increasing responsibility and diversified experience with more than a decade of success across Creative Direction, Branding and Fashion Design.

Responsible for leading creative projects, navigating trends and design strategy for brands and companies like Salvatore Ferragamo, Jean Paul Gaultier, Guy Laroche, Yamamay Group, Aquascutum, Kiton and Lacoste.

I had the opportunity to work with incredible entrepreneurs and female led business to make their dreams happens. Between these I've rebranded the jewelry brand Kelly Fletcher, from the branding strategy, to the packaging going through the company vision, values and positioning; Cybele New York a vitamin supplement that promote a specific lifestyle and wellbeing to find balance between body, work and soul. I was also coordinating and developing a marketing and communication project for Lacoste employee with the aim to create a sense of community, inclusivity and collaboration between the different departments.

Knowledgeable across end-to-end design and product development processes. Adept at capturing and translating ever-evolving market trends into top-selling products. Developing engaging collateral for clients that tells a story through strategic visual impactful images.

Highly effective and enthusiastic leader with proven talent for managing high-performing in-house and remote design teams, collaborating seamlessly with cross-functional teams and executive stakeholders, and consistently delivering desirable business outcomes.

AREA OF EXPERTISE

- Design Direction
- Brand Design (Brand Strategy/Visual Identity)
- Graphic Design
- Fashion/Jewelry Design
- Market Research/Trend Analysis
- In-store Merchandising
- Creative Solutions
- Illustration - Procreate
- Adobe Creative Suite

ACCOMPLISHMENTS

- Won 1st Prize at "Mio Magazine Fashion Talent". Italian competition in collaboration with Camera della Moda, Milan.
- Secured coverage of Les Marteau design in 40 international publications, including Vogue UK, Vogue Italy, Glamour, Vanity Fair, Cosmopolitan, Donna Moderna and L'Officiel, as well as european newspapers and fashion blogs.

Visit my website at: www.lesmarteau.com

BRANDS WORKED WITH

- Aquascutum
- Guy Laroche Timepieces
- Jean Paul Gaultier
- Kiton
- Les Marteau
- Salvatore Ferragamo
- Yamayay

Experience



● Head of Design and Co-Founder

Les Marteau | Mar 2020 - Now

Established Design and Marketing Consulting Agency based in New York City.

Lead daily operations and oversee creative development for branding, design, consulting, and bespoke event services.

- Gained 40 publications on International fashion magazines. Visit www.lesmarteau.com
- Coordinated client's meetings in presenting the design and marketing projects. Provide style and brand guidelines to support company's growth strategically.
- Led the fashion product cycle, from concept through execution and sample production.
- Managed the plan and execution of international Trade-shows in Paris and Milan. Led the Chloè official event launch in North America.



● Visual Merchandiser Manager - North America

Kiton | Apr 2017 - Feb 2020

Upheld visual merchandising standards while running campaigns for both retail and wholesale accounts. Orchestrated set-up for bi-seasonal global showroom in Milan. Developed visual merchandising concepts and solutions to accommodate any possible in-store layout.

- Create the visual guidelines book for the regional DSA and sales manager at Saks Fifth Avenue, Neiman Marcus, Bergdorf Goodman, and Wilkes Bashford.
- Set up the opening of four Kiton Retails stores in North America: Wynn - Las Vegas, Americana Manhasset - New York, Miami - Brickell City Centre, and Royal Poinciana Plaza - Palm Beach.
- Manage the launch of KNT pop up shop and the special window project at Bergdorf Goodman, the KNT launch event at Kiton flagship store in New York.
- Increase sales revenue goal of +22 percent.



● Visual Merchandiser - East Coast

Kiton | Jul 2016 - Mar 2017

Create and execute merchandising designs for windows, in-store displays, events, trunk shows, and showrooms for retail stores and wholesale accounts, including Bergdorf Goodman, Saks Fifth Avenue, and Neiman Marcus.

- Train sales associates on merchandising standards and brand guidelines.
- Coordinate and implement all visual merchandising projects for windows, in-store displays, events and trunk shows in the East Coast, USA.
- Partner with Global Merchandising and Design team to create dynamic and innovative VM Direction.
- Maintaining visual merchandising standards and campaigns for all wholesales accounts in the East Coast.



● Fashion Designer

Aquascutum | Jul 2013 - Jul 2014

Design the knitwear capsule collection for women/men ready-to-wear.

- Manage design process from conception through the final styling.
- Identify new trends through market research, creating inspirational boards and style concepts.
- Design sketches and tech packs.
- Select material, (fabric, embellishment, stitches, buttons) and pantone color palette.



● Fashion Designer

Jean Paul Gaultier | Jul 2013 - Jul 2014

Responsible to design and develop Gaultier 2, denim collection - WRTW and MRTW, the commercial line of Jean Paul Gaultier.

- Managing design process from conception to the final styling with the

design team.

- Conducting market research to identify new trends, fabrics, and techniques, and seeking design inspiration.
- Create inspiration boards and style concepts in collaboration with the design team.
- Responsible for sketching designs and creating flats/tech packs.
- Selecting fabrics and trims.
- Reviewing product for style and fit during the presentation.

● Fashion Designer

Guy Laroche Timepieces | Jul 2013 - Jul 2014

Responsible to design and develop Guy Laroche, WRTW and MRTW capsule collection.

- Managing design process from conception to the final styling with the design team.
- Conducting market research to identify new trends, fabrics, and techniques, and seeking design inspiration.
- Create inspiration boards and style concepts in collaboration with the design team.
- Responsible for sketching designs and creating flats/tech packs.
- Selecting fabrics and trims.
- Reviewing product for style and fit during the presentation.



● Trend Forecaster

Yamamay | Jan 2012 - Jul 2013

Fashion Trend Forecasting and market analysis. Design and develop Carpisa handbags collections.

- Identify key themes and trends from research to form clear & actionable analysis.
- Ensuring creative & strategic standards of all outputs are in line with the wider mindset standards of delivery.
- Produce impactful, high quality and insightful reports, presentations and visual materials for business meetings.
- Increase collection appreciation and sales revenue of +19 percent.



● Creative Director and Co Founder

Les Marteau | Jan 2010 - Jan 2015

Establish a Contemporary Fashion Jewelry brand.

- Create inspirational mood boards for seasonal jewelry collections.
- Analyze trends in material, fabrics, colors, shapes and develop designs on these assessments.
- Lead the fashion product cycle – from concept through execution and sample production.
- Manage client expectations and needs during international trade shows, including Biohrca Paris, SIMM Madrid, Pitti Florence, and White Milan.

Les Marteau is recognized worldwide as "Contemporary Fashion Jewelry" brand.

The brand has been featured in the most influential editorials and fashion blogs such as: Vogue UK, Vogue Gioiello, L'Officiel, Pride Magazine, Glamour Italy, Flair, Gioia, Vanity Fair, Donna Moderna, Milano Incontemporanea, Cosmopolitan due to its originality and uniqueness.

AWARD

"Mio Magazine Fashion Talent"

1st Prize for the best Accessories and Innovative collection in 2010.

Italian Fashion Contest in collaboration with "Camera della Moda", Milan.



● Assistant Creative Director

Salvatore Ferragamo | Sep 2008 - Sep 2009

Assisting and supporting the design team in the creation and development of the S/S 2009 WRTW collection.

- Research inspiration, photos, material, sketches through the Salvatore Ferragamo archive.
- Collaborating with the design team to create inspirational mood board divided by macro concept and themes.
- Materials research (embellishment, trims, fabrics) and pantone colors naming and coding.

- Graphic and Pattern development.
- Responsible for sketching designs and creating flats/tech packs.
- Reviewing product for style and fit during the presentation.
- Working side to side with the tailor team for the runway show's special dresses.

Education & Training

- 2011 - 2011 ● **School of Business Studies of the University of Vigo**
Master Degree in Fashion and Textile Design,
- 2010 - 2010 ● **Fashion Institute of Technology**
Fashion Stylists for Celebrity Image - Certificate program,
- 2004 - 2008 ● **Università degli Studi di Firenze**
Bachelor's Degree, Fashion/Apparel Design