



# Leonardo del Paggio

I am a versatile fashion designer, with vast experience from Prêt-à-Porter to fast fashion.

📍 Bologna, Metropolitan City of Bologna, Italy

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## Languages

Mandarin

English

## About

SENIOR MENSWEAR DESIGNER • PRODUCT DESIGNER • GRAPHIC DESIGNER I am a versatile fashion designer, with vast experience from Prêt-à-Porter to fast fashion. I have had the good fortune of working with one of the best name in the fashion system, Andrew MacKenzie. My years of training and experience have given me wide range and versatility. My strength is my passion for what I do. A creative, methodical and risk-taker designer with more than 15 years of experience in creating, managing and coordinating brands with different target markers. A disciplined, hardworking, organized responsible for the design, management and presentations of the collections. Receiving positive feedback from the property and from the sales network. A visual designer capable of using different skills to obtain precise coordination between creativity and the sales network.

### BRANDS WORKED WITH

Andrew MacKenzie

Gaudi Trade Spa

Leonardo Del Paggio

## Experience

### ● SENIOR MENSWEAR DESIGNER • PRODUCT DESIGNER • GRAPHIC DESIGNER

Leonardo Del Paggio | Jan 2022 - Now

Freelance Consultant - Fashion, Graphic and Video

Innovative and artistic professional studio in customized fashion design, graphics and video production.

•Consulting for Margherita Maccapani Missoni for Art Capital Partners - Palazzo Franchetti. Research and management of suppliers. Graphic, video and web development for a capsule collection of limited edition made in Italy t-shirts handmade with the ancient rust printing technique.

•Creative director for a new Chinese menswear brand. Dragon Elements is an urban trendy streetwear capsule collection for menswear. From the mood board to visual image.

•Consulting for a Chinese womenswear brand. Mid2Fashion is a capsule sportswear collection for woman with a stylish touch. From project design to production.

### ● Senior Menswear Designer

Gaudi Trade Spa | Jan 2014 - Jan 2022

Gaudi is a fashion brand specialized in several lines for man, woman and kids.

Started with a freelance collaboration designing a capsule collection, I was later hired to design and manage

Gaudi's men's collections. For 8 years I worked as senior menswear designer. My biggest accomplishment was to give order and structure to the Gaudi's man collection.

• Innovation in the planning and design of collections. Renewal of the design, progress and product development process with suppliers, optimizing shared information and improving timing.

• Modernization of the presentations. Revision and restyling of look book, catalogues, technical presentations, exhibitions and fashion shows.

• Consolidation of the brand identity and increase in turnover. Thanks to targeted actions in the renewal and coordination of the collections. Reflecting the values, personality and goals of the brand.

### ● Owner - Creative Design Studio

Leonardo Del Paggio | Jan 2011 - Jan 2014

Freelance Consultant - Fashion, Graphic and Video

Innovative and artistic professional studio in customized fashion design, graphics and video production.

•Consulting for Gaudi Spa. I designed one capsule collection for Gaudi's

brand

- Consulting for Einstein Progetti e Prodotti Spa. As a manufacturer of several brands, I designed collections, graphics and making videos for Andrew MacKenzie, Absolute Joy, B.S.A., Sexy Woman.
- Consulting for G.A.M. Galleria d'Arte Maggiore. Graphic and video support for different exhibitions. A special note for the "MATTA" exhibition and all the exhibitions at Palazzo Franchetti in Venice.
- Consulting for Laboratorio delle Idee. Graphic and video support for different projects. A special note for the videos made for the Isabella Seragnoli Foundation and Cosmoprof in collaboration with Vogue.

### ● **Welshman designer**

Andrew MacKenzie | Jan 2003 - Jan 2011

Andrew Mackenzie is Welshman designer. Menswear Designer Assistant

As Andrew Mackenzie's personal assistant I had the opportunity to follow all the collections and collaborations.

- Menswear Designer assistant for Dragon Studio 054. As a consultant to Andrew Mackenzie's design studio I have worked for several brands and companies such as Andrew Mackenzie, Against My Killer, Dirk Bikkembergs, Victorian and About Blu. A special mention to a limited edition catalog by photographer Duane Michals presented at the Carla Sozzani Gallery and to the documentary Bible Black - 5 days with Andrew Mackenzie presented at various international festivals.

## **Education & Training**

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### ● **College of Art and Design Central Saint Martins**

Fashion Design,,

### ● **Andrew MacKenzie**

Fashion Design,,

### ● **Gild**

Junior Menswear Designer,

### ● **Unibo**

Bachelor in Costume and Fashion Cultures and Techniques,,

### ● **Alma Mater Studiorum - Università di Bologna**

Visual art,,