



# Serena Beccari

Designer and Collection coordinator Manager

📍 Stuttgart, Germany

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## Links

 [LinkedIn](#)

## Languages

Italian (Native)

English (Fluent)

## About

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My name is Serena, I'm 25 years old and I'm originally from Turin. The fil rouge of my story has always been weaved by the passion for fashion and its design, a field that has determined who I am both professionally and personally. The love for freehand drawing and the aesthetic and significant influence of the fashion system inspired me to explore who I wanted to be and how I could be able to communicate an abstract idea, in order to make it concrete and tangible for the others. The years of artistic high school represented a true forge for modeling the first skills and the first tools regarding this passion, with a three-year period already dedicated to the history of fashion, design, graphics, textiles and tailoring. Subsequently, the possibility of access the Fashion design course at the Milan Polytechnic allowed me to grow extraordinarily, deepening and acquiring new materials and tools which enriched my background day by day. Thanks to the care, the interest and the attention imparted by this university, I was able to become a designer at 360 degrees. The skills acquired were varied and focused on a mainly industrial approach. Throughout these three years I have examined more and more the knowledge of graphics, design, history of fashion and costume but also of design and architecture, fashion management and photography. The last year of the bachelor's degree was instead focused on a chosen field and, to deepen a field still unknown to me, I attended workshops in collaboration with companies in the sector and I created accessories such as jewels, costume jewellery and leather goods, through their peculiar craft techniques. I believe that although the Polytechnic has given me and imparted a technical and industrial imprint (fundamental in this sector), I still felt the need to find an artistic compromise, that "Rule and Chaos" of which Bruno Munari wrote and in which I have always reflected myself.

For this reason, I wanted to pursue my studies with a master's degree in haute couture at the Accademia Costume e Moda in Rome. Thanks to it, I further intensified my drawing skills and learned how to make design sketchbooks and canvas prototypes, deepened my artisan knowledge through a workshop in collaboration with the Cristobal Balenciaga museum, recreating the canvas of one of his iconic garments; I had the opportunity to develop work projects in collaboration with the Maison Valentino and Luigi Verga, for which I created and produced a new fabric. One month of the master was dedicated to an internship at the Ricami Laura embroidery factory in Modena, where I had the opportunity to study the company's heritage and to conceive and create, together with the embroiderers, the details necessary for the construction of the two high fashion garments for the master thesis. In the period between the end of my bachelor's degree and the start of my master's degree, I did a six-month internship in the textile department (research and purchasing) of Jil Sander. Textile research, pricing, organization of fabrics for the various meetings, choice and classification of colors together while updating the textile archive were my main daily tasks. Following the master, my work experiences intensified. With a five-month internship in Germany, (Metzingen), at Hugo Boss in the Concept Black&Camel department of the menswear section, I was able to help and propose in the research process following the company briefing, take care of the colors in terms of palette and organization of the qtx files, support my team during the shootings and the exhibition in the showroom. I was lucky to be able to continue and deepen my career at Hugo Boss in my current role of Collection Coordinator Manager in the Orange Jersey department. Thanks to my team, in addition to leading my role (through BOMs, using PLM, responsibility for color charts, fittings, supplier contacts, digital showroom creation through CLO3D and coordination of the entire collection in each its process and production phase) I am also involved in the design and research phases, sharing ideas and proposals. This role allows me to combine a managerial part with a creative one, giving me the opportunity to face new challenges every day. From womenswear to menswear, from haute couture to accessories, my study and professional path have been built through a lot of experiences which have allowed me to reach a vast range of knowledge and tools as a designer. As I mentioned earlier, my life has been articulated around a fil rouge that has been knitted from every discovery and further knowledge of this area. There is no other way to explain myself and to create that is not through a sketch, a garment, an idea and this passion, I am sure, is a heartbeat that knows no rest. I would really like to have the opportunity to demonstrate my skills in the next professional chapter. I am a reliable and extremely empathetic person, who works well both alone and in a team, with a great desire to do and learn and deeply organized in terms of timing, deadlines and workflow.

## BRANDS WORKED WITH

GAP Milan

HUGO BOSS

Jil Sander

MIROGLIO FASHION GROUP

RICAMIFICIO RICAMI LAURA

Tomorrow

## Experience



### ● CONCEPT DESIGNER

HUGO BOSS | Sep 2022 - Jan 2023

BOSS BLACK&CAMEL MENSWEAR 15.09.2022-15.01.2023 HUGO BOSS, Metzingen, Germany

### ● EMBROIDERY ASSISTANT&CREATIVE

RICAMIFICIO RICAMI LAURA | Jan 2021 - Jan 2021



### ● FABRIC RESEARCH AND BUYER INTERNSHIP

Jil Sander | Jan 2020 - Jan 2021

### ● SALES ASSISTANT/

GAP Milan | Jan 2019 - Jan 2020



### ● DESIGNER AND COORDINATOR MANAGER

HUGO BOSS | Jan 2023 - Now

BOSS ORANGE MENSWEAR jersey 15.01.2023-actually HUGO BOSS, Metzingen, Germany

### ● STYLIST

MIROGLIO FASHION GROUP |

Motivi, Oltre 8.2022 MIROGLIO FASHION GROUP, Alba, Italy



### ● DRESSER/

Tomorrow | Jan 2020

BARMAID/ FRANKLY BUBBLE TEA Milan, Italy 2018-20 Manual, technical and digital drawing, design, graphics, illustration, tailoring skills, fashion photography, studies in fashion sociology and design history, fashion management and digital representation. Excellent communication skills and team spirit, excellent problem solving skills, ability to work under stress, excellent organizational skills and concrete interest in what I do. Italian/ Native language English/ Excellent

SOFTWARE S

CLO3D PHOTOSHOP INDESIGN ILLUSTRATOR LIGHTROOM PREMIÈRE SOLIDWORK/ OFFICE SUIT ADOBE CREATIVE SUIT

## Education & Training

2021

### ● ACCADEMIA COSTUME E MODA

Master degree/,

2017

### ● Politecnico di Milano

Bachelor degree/,

2012

### ● Liceo artistico Aldo Passoni

High School Diploma,