



Carlotta Gherzi

Head of Fashion Design & Marketing

📍 London, UK

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Languages

English (Fluent)

Italian (Native)

Russian (Native)

Spanish (Basic)

About

I bring extensive retail experience, having led teams in fashion design and production. Skilled in trend analysis, customer engagement, and sales growth, I've developed successful commercial ranges and built strong international relationships. Fluent in English, Italian, and Russian. Adaptable to dynamic retail environments.

BRANDS WORKED WITH

Carlotta Gherzi For Sado

Experience

● Fashion Design & Marketing director

| Sep 2013 - Now

Efficiently provide strategic leadership and direction team of four personal for producing multi-disciplinary creative work that supported strategic plans within a fast-paced start-up environment. Drive all aspects of creative experience design ensuring delivery of creative at the quality level of the highly recognized and successful target brand. Develop creative fashion design direction/production cycle plans to increase brand recognition, sales, and general exposure. Build productive relationship with International factories and tanneries. Ensure market and price points with the collaboration of international buying teams.

Selected Achievements:

- Recognised an International Retail market for MLML in the USA, EUROPE, RUSSIA with 6-8 Bespoke Collections made for Revolve Inc. (USA) seasonally.
 - Participated as MLML London at top tradeshows Internationally such as: TRANOI (Paris), PREMIUM (Berlin), COTERIE (New York), and SCOOP (London).
 - MLML London seen on: Rosie Huntington-Whitley, Jessica Alba, Rita Ora, Selena Gomes, Olivia Palermo.
 - MLML London Flagship store owner 2017-2020
 - Executed a steady 2% quarterly rise in direct sales for mlmlondon.com using B2B/B2C platforms, Micro Influencers as brand ambassadors ,creating monthly Google Ads campaigns and Social Media weekly calendars.
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● MD, FASHION DESIGNER

Carlotta Gherzi For Sado | Nov 2005 - Sep 2013

Press Features in: Vogue (UK), Grazia (UK), ELLE (Russia), Cosmopolitan (Internationally), Glamour (Russia) Tank (USA), Marie Claire (UK), WWD (USA), YOU (UK), INSTYLE (UK), OK (UK), Beachwear on Stage (Best 1000 Swimsuits of 2012).

Spearheaded design, trend research, sourcing, production, fittings, fashion shows, wholesale and PR process. Expanded market shares and established new partnerships by visiting Italy, UK, Russia, Turkey, and USA. Set new trends according to region culture. Directed eight members of cross functional and multicultural teams. Developed and implemented modern techniques and strategies to maximize sales. Fostered consensus across UK and Overseas VIP Bespoke Clients and Celebrities.

Selected Achievements:

- Attained top 3 rank as a Best Designer of the Year 2003 in alternative graduate fashion week.
 - Successfully launched own Label SADO (CARLOTTA GHERZI FOR SADO) with grants from BFC.
 - Consistently organised international tradeshows and catwalk shows at London, Milan, New York, and Moscow fashion weeks since 2005-2012.
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Education & Training

- 1998 - 2002 ● **University of the Arts London**
BA Fashion Design & Marketing, Fashion Design and Marketing
- 1996 - 1998 ● **st'clares college oxford**
IB Diploma, Economics , Fine Art History & Practise