

# Simona Grossi

Knitwear designer

26100 Cremona, Province of Cremona, Italy

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## Languages

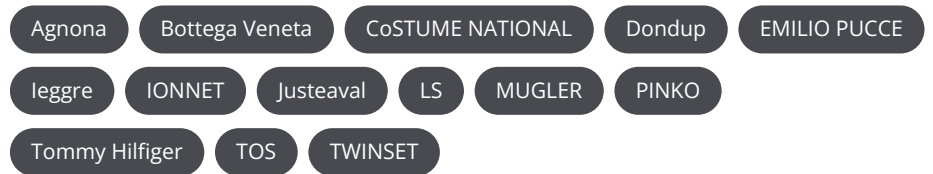
Italian (Native)

English (Basic)

## About

KNITWEAR AND JERSEY DESIGNER, FREE-LANCE CONSULTANT Men's and women's knitwear and jersey designer consultant for project and product management in the field of luxury ready-to-wear and for the medium/high segment. Thanks to wide-ranging technical skills developed through years of constant relations with the most important knitting factories and labs, and thanks to her own creativity, sensitive to the shift of seasonal trends, she's able to take ideas and turn them into pieces and patterns, experimenting with knitting machines, yarns and blends in a constant technological update. This combination of technical and inventive ability is a perfect way to channel the creative director's mood and brand identity into a product, coherent on price and placement As a result of her strong passion for the history of fashion and costume she built an extensive personal archive to draw on for research and reference,

### BRANDS WORKED WITH



## Experience



### ● HEAD KNITWEAR DESIGNER

TWINSET | Jan 2020 - Jan 2022

Inspiration research, vintage, collection design, technical research and studies of processing and yarns made especially for the brand, integration of collection with dedicated capsules.



### ● HEAD KNITWEAR DESIGNER

MUGLER | Jan 2018 - Jan 2020

Brand of the 'Oreal Paris group with creative direction by Casey Cadwalander, collection design, research and choice of suitable laboratories.

### ● SENIOR WOMEN'S KNITWEAR AND JERSEY DESIGNER

TOS | Jan 2017 - Jan 2019

Design of main collections, pre-collections, fashion shows.



### ● SENIOR MEN'S AND WOMEN'S KNITWEAR AND JERSEY DESIGNER

Dondup | Jan 2016 - Jan 2018



### ● HEAD WOMEN'S KNITWEAR DESIGNER

Agnona | Jan 2016 - Jan 2017

ZEGNA Gr. brand collaboration with the Milan Studio and the manufacturing headquarters in Novara in order to draw up a style strategy for the new AGNONA silhouette; design of a total look in cashmere featuring special volumes and stitches.



### ● HEAD KNITWEAR DESIGNER FOR

Tommy Hilfiger | Jan 2013 - Jan 2020

Product design and coordination together with the Amsterdam Studio; development of style identity, price analysis. Coordination of business relations between brand and suppliers. Collaboration with KARL LAGERFELD for the New York fashion shows and on special projects, among them the GIGI HADID Capsule.

- **Y HEAD WOMEN'S KNITWEAR DESIGNER**

EMILIO PUCCE | Jan 2011 - Jan 2016

LVMH brand. Collaboration with the creative directions of Peter Dundas first and then Massimo Giorgiotti for main and pre-collections and fashion shows, leading to a massive sell-through revenue uplift through the seasons.

- **HEAD KNITWEAR DESIGNER / JERSEY /**

IONNET | Jan 2009 - Jan 2014

Collaboration to the VIONNET rebranding by Matteo Marzotto and Gianni Castiglioni with the creative direction of Rodolfo Paglialunga. Style identity for the knitwear and jersey segments designed around the jersey moulage sur mannequins concept, then developed in made-to-measure and celebrities' projects, Bijoux project that incorporates the vintage taste of 30's jewels making them design and contemporary.

- **SENIOR KNITWEAR AND JERSEY DESIGNER**

leggre | Jan 2009 - Jan 2010

Gilmar Lab and ICEBERG Archivio collections. Rebranding, upgrade of the style codes in the direction of 2 pop, cross-cutting style; research and study of the Gilmar archives



- **SENIOR KNITWEAR AND JERSEY DESIGNER**

PINKO | Jan 2008 - Jan 2009

Design and collaboration on four main collections for year, on monthly capsules and weekly mini-capsules for a constant retail flow.

- **D.EXTERIOR SENIOR WOMEN'S KNITWEAR AND JERSEY DESIGNER**

LS | Jan 2002 - Jan 2007

Style and product coordinator, definition of a luxury knitwear total look for the international market.



- **SENIOR KNITWEAR AND JERSEY DESIGNER**

CoSTUME NATIONAL | Jan 1997 - Jan 2007

Research in style and design alongside Ennio Capasa for fashion shows, made-to-measure project, and the establishment of commercial relations with international knitting labs.

- **CONSULTANT KNITWEAR AND JERSEY DESIGNER**

| Jan 1997 - Jan 2003

Style, themes and yarns' research for the men's knitwear and jersey collection. In compliance with the Italian legislative Decree no. 196 dated 30/04/2003. hereby authorize you to use and process my personal details contained in this documents

- **HEAD KNITWEAR DESIGNER**

| Jan 2019

Art direction KARL TEMPLER, collection design, research and selection of suitable workshops.

- **MONCLER SENIOR MEN'S AND WOMEN'S KNITWEAR AND JERSEY DESIGNER**

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Design of main and pre-collection under Remo Ruffini's creative direction. Knitwear: main themes, yarns and stitches, patterns, graphics, embellishment and fitting. Jersey: cut t-shirts, dresses, embroideries, graphics.

- **CONSULTANT SENIOR DESIGNER**

Justeaval | Jan 2005

Design of underwear and beachwear mini-collections



- **CONSULTANT SENIOR DESIGNER**

Bottega Veneta | Jan 2000

Rebranding consultant under Giles Deacon's creative direction

## Education & Training

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- **Istituto Marangoni**

Fashion Designer,

- **University of Urbino "Carlo Bo"**

Degree in Sociology of mass communication.,

- **Shima Seiki Italia**

Shima machines programming,