



# Stephanie Anzalone

Directeur - La Mode

Paris, France

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## Links

[Website](#)

[LinkedIn](#)

## Languages

English (Native)

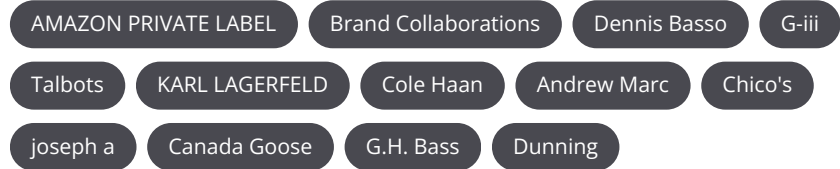
French (Work Proficiency)

## About

16 ans d'expérience en partenariat avec des équipes de direction pour stimuler la croissance en mettant en œuvre des concepts novateurs et des stratégies créatives qui s'alignent sur les valeurs fondamentales de la marque.

Forte de mon expertise du marché américain, je me réjouis de collaborer avec des marques européennes pour les aider à atteindre un public plus large.

### BRANDS WORKED WITH



## Experience

### DESIGN CONSULTANT

Brand Collaborations | Jan 2020 - Now

Independently partnering with executive teams to successfully drive growth by:

- Implementing innovative and creative concepts that align with the brand's core values
- Mobilizing advanced strategic planning for target markets
- Engaging in competitive cost negotiating to maximize sales profits
- Driving the expansion of customer vs. brand interaction
- Projecting consumer needs based on current market trends
- Strengthening brand identity
- Creating visual marketing presentations
- Nurturing/enhancing team and client relations

Brand Collaborations: Karl Lagerfeld - Women's Outerwear, Cole Haan - Mens Outerwear, Andrew Marc - Women's Ready to Wear/Outerwear, Joseph A. - Women's Cut and Sew Knits/Sweaters, Chicos - Artwork Development, Canada Goose - Women's Outerwear, G.H. Bass - Artwork Development, Forbes Magazine - Wardrobe Styling/Creative Direction



### PRODUCT DEVELOPMENT/PRODUCTION MANAGER

Talbots | Jan 2021 - Jan 2023

- Provided innovative products to counterparts that maintained the profitability of the category through the review of sales data, material costs, freight calculation, and consumer feedback
- Managed the tech pack process with Design, including creating BOMs, sample requests, reviewing all design details for accuracy, completeness, quality, and affordability.
- Coordinated with manufacturing partners and cross-functional teams to deliver product within timeliness for all protos, SMS, and bulk approval samples
- Implemented creative strategies to resolve issues regarding product development, cost or delivery
- Reviewed prototype samples with a focus on product execution, consistency of details, and an understanding of Design's aesthetic intent for product approval
- Established strong collaborative relationships with cross-functional teams to ensure product success



### DESIGN DIRECTOR - Outerwear

Dennis Basso | Jan 2018 - Jan 2020

- Developed innovative fabric, color and trend presentations
- Interpreted seasonal concepts into brand-appropriate designs through hand and illustrator sketches
- Merchandised and lead all presentations to buyers, pitched new products and highlighted all selling features

- Established new protocols with fty's and cross-functional teams
- Collaborated with the owner on the different ways to efficiently run new division
- Built a calendar that allows time for development, proper distribution of fty workload, and meets all I/H deadlines
- Created preliminary YOY buy plan in order to manage and ensure good development ratio
- Ran weekly cross-functional meeting to review work in progress, address concerns and manage timelines
- Cultivated team to better understand development/construction and enable peak performance
- Attended all fittings to approve fit and design intent
- Regular interaction with both new and existing global manufacturing partners to increase efficiency and improve quality
- Negotiated costs on all fabrics, trims, and novelty items to ensure we developed products to meet our margins
- Traveled to China during peak season to review all photos and guide fty on development

## ● HEAD OF DESIGN - LARK & RO READY TO WEAR

AMAZON PRIVATE LABEL | Jan 2016 - Jan 2018

- Researched current trends to develop a collection that is in line with both current market and brand identity
- Partnered with the client to identify season over season best sellers and needs for brand growth go forward
- Provided innovative and trend competitive fabrics, styling, constructions, print patterns, and color concepts
- Explored ways to lower overall garment costs by sourcing/developing fabrics and trims that meet client standards as well as their specified pricing tiers, all while maintaining internal company profitability
- Supervised, directed, and delegated assignments to assistants, freelancers, tech design, and pattern room to ensure the collection is being executed accurately in order to translate properly for overseas fty
- Communicated with overseas vendors/fty daily to monitor completeness and accuracy of tech package information concerning color, model, size, fabric and trim quality, and construction
- Analyzed and assessed proto designs to come up with enhanced solutions for showroom presentation
- Presented collection to buyers detailing fabric, construction and salability to their target market consumers
- Partnered with the production team to ensure we make all delivery deadlines on a very tight production schedule and monitor any potential delivery slides
- Participated in fittings with the technical designer to manage all corrections and alterations necessary for the design intent

## Education & Training

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2008

- Savannah College of Art and Design  
Bachelor of Arts,