

# Giulia Vetralla

Footwear Designer

Florence, Metropolitan City of Florence, Italy

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## Links

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## Languages

English (Fluent)

Italian (Native)

## About

SUMMARY OF

BRANDS WORKED WITH

MANTELLASSI

M&W footwear collections

PRADA S.P.A

Salvatore Ferragamo S.P.A

## Experience

### ● Senior Footwear Designer

Salvatore Ferragamo S.P.A | Jan 2007 - Now

- DesignMen's footwear collection, and coordinate men's footwear team. Research trends.
- Increasedmarket sell achieving 1 million pair each year.
- Indaily contact with patternmakers. Review fit / construction in order to fit into necessary price point lines.
- Comfortableand confident in making effective autonomous (and group) decisions in a timely manner.
- Monitorsales and retail sell-through to determine successes and failures.

### ● Technical drawer

PRADA S.P.A | Jan 2005 - Jan 2006

### ● Freelance designer

M&W footwear collections | Jan 2003 - Jan 2005

### ● SUTOR

MANTELLASSI |

- Designedmen's footwear formal / casual STEFANO BEMER
- Illustrationand patternmaking for dress / casual artcraft footwear. GI-ANFRANCO FERRE'
- Responsiblefor the design and sample development for the first formal footwear line.
- Workedwith product coordinator to detail specifications in making prototypes.

## Education & Training

### ● Art Polimoda

Ent,

2001 - 2002

### ● Firenze

Footwear design and patternmaking diploma,

1999 - 2000

### ● Firenze

Professional course for footwear design and patternmaking,

1994 - 1998 ● **Art High School**

Diploma,