



Danilo Giordano

Footwear and Accessories Designer

Naples, Metropolitan City of Naples, Italy

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Languages

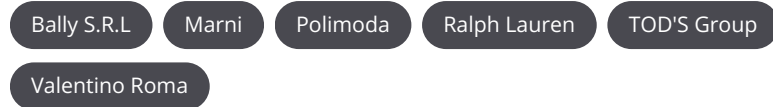
English (Fluent)

Italian (Native)

About

- * Creative: Creating and drawing designs that are brand appropriate.
- * Product Knowledgeable: Able to introduce new vendors and maintain high, brand-appropriate product standards.
- * Strategic: Strong skill set strength building a brand recognizable identity with integrity and aesthetic presence. Able to combine innovative design specifications with manufacturing guidelines, deadlines and budgetary boundaries.
- * Communicator: Strong team work and bilingual skills in communicating with manufacturers.
- * Ambitious: Constantly driven to create an attractive, well-constructed, and unique product for all demographics.

BRANDS WORKED WITH



Experience



● Footwear & Accessories Designer

Polimoda | Jan 2020 - Now

● Freelance/Consultant Designer for Women & Men, Footwear & Accessories Designer and Product Development

| Sep 2018 - Now

● Co-Founder and Creative Director

| Jan 2018 - Apr 2019

- * Responsible for the creative direction of the brand and the design of the collection.
- * Oversee Branding, PR & Marketing.
- * Supervise protos, samples and production in Italy.
- * Designed and presented the first collection in January 2018 to wholesale & press for Fall 2018.



● Vice President of Design, Collection and Polo Women's Shoes

Ralph Lauren | Jan 2014 - Dec 2017



● Senior Design Director, Collection Women's Shoes

Ralph Lauren | Aug 2010 - Dec 2013



● Senior Designer, Collection Women's Shoes

Ralph Lauren | May 2007 - Aug 2010

- * Responsible for leading design process combining brand heritage with innovation.
- *Sourcing and selecting color and leather product for each collection.
- *Developed design specifications for all segments of women's shoe structures: lasts, heels, uppers, hardware and soles.
- *Collaborated with European technicians to insure successful implementation of design.
- *Strategized with merchandising & sales for the marketing and successful roll-out of each collection.
- *Participated in the production of all runway presentations, by designing appropriate footwear for each new collection.

- **Designer, Women's Shoes**

Bally S.R.L | Apr 2002 - Apr 2007

- * Collaborated with Creative Director to insure coordination between footwear collection and other products in the brand.
- *Evaluated color and material research and product sourcing.
- *Corrected and approved product prototypes.
- *Communicated directly with factories and technical engineering teams in Italy.

- **Designer, Women's Ready-to-Wear**

Valentino Roma | Oct 2001 - Mar 2002

- * Designed brand appropriate clothing product utilizing Valentino archives as inspiration.
- *Selected fabrics and treatments for each collection in collaboration with senior designers.
- *Coordinated garment fittings with in-house tailors and seamstresses.



- **Designer Consultant, Women's Ready-to-Wear**

Marni | Feb 2001 - Apr 2001

- * Collaborated with design studio, selecting images and colors for seasonal mood book.



- **Designer, Women's & Men's Shoes**

TOD'S Group | Apr 1999 - Nov 2000

- * Designed all aspects of both women's and men's shoe collections.

Education & Training

1996 - 1999

- **POLIMODA / University of Florence**

Degree, Bachelor Degree in Costume and Fashion,

1991 - 1995

- **Istituto S.S Apostoli**

Certification, Degree in Art