

# Veronica Gelmetti

Womenswear Senior Designer  
- Outerwear & Tailoring

Milan, Metropolitan City of Milan, Italy

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## Links

[LinkedIn](#)

## Languages

Italian (Native)

Spanish (Native)

English (Fluent)

French (Basic)

## About

### BRANDS WORKED WITH

Benetton Group

Inditex

Moschino

Pull&Bear

## Experience



### ● Senior Outerwear, tailoring & wovens designer

Benetton Group | Sep 2021 - Now

- Participation during the creation of the new brand Identity & image under the Creative Director's inputs
- Research trends, materials and create mood boards to develop inspiration for the creation of the womenswear collection
- Translating trends into a commercial collection
- Fabric Selection
- Creation & follow up of detailed technical sheets prior to the SMS launch
- Oversee day to day follow up with cross functional teams to ensure deadlines are respected
- Supervision of each step of the design process, mainly focussed on tailoring, outerwear and bottom
- Close collaboration with Tech Department on garment fittings
- Special projects & capsule collections design
- Collaboration with stylists during shootings



### ● Outerwear designer

Inditex | Aug 2016 - Dec 2020

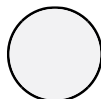
- Full presence in each step of the design process (trend analysis, moodboards drafting and design)
- Collaboration with pattern makers and tailors during fittings
- Inspirational and business trips to USA, Europe and Asia
- Fabrics and Trims selection in meetings with specific suppliers..
- Special collection design, including collaborations with Rosalia, Stranger Things, Primavera Sound Festival..
- Recognition for designs reaching seasonal top selling positions
- Graphics, embroideries, special labels design



### ● Jersey Designer

Pull&Bear | Aug 2016 - Nov 2017

- Market and trend analysis
- Recognition for best selling designs
- Inspirational and development trips to USA and Europe - Direction and management of the graphic design team
- Direction and management of Suppliers's design teams
- Design direction of special sustainable collections



### ● Fashion Design Intern

Moschino | Jan 2016 - Aug 2016

- Visuals research and moodboards drawing up in accordance to the design director's inputs
- Illustration and rendering of the Design director's ideas
- Graphics and prints design for Love Moschino line
- Fittings, shootings and fashion show's backstage assistance

## Education & Training

2012 - 2015

### ● Istituto Marangoni

Bachelor's degree,

2007 - 2012 ● **Liceo Scientifico**  
High School Diploma,