

Michela Marchio

Development Director

Milan, Metropolitan City of Milan, Italy

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Languages

English

French

About

Director of Product Development and Design with many years of experience in the Fashion Industry My professional career is characterized by a peculiar mix of skills and experiences in Product Development and Operations of important Fashion Brands. In my career steps I have always brought value even in delicate moments of transition, redesigning processes and contributing significantly to the success of the Brand through know-how, the creation of new lines that have remained permanently in the commercial proposal, the significant increase in turnover, my best attention for the growth of the team. My experience has solid foundations in modeling and accessories and this has allowed me to define strategic and operational plans, and consequent implementations, with which important goals have been achieved. I am goal-oriented, through responsibility, determination, strong dedication and involvement and management of people I work with. Those with whom I shared important steps of my career journey recognize me these traits: leadership, professionalism and reliability. Product development • Coordination • Process reorganization • Production

BRANDS WORKED WITH

CHLOÉ – RICHEMONT GROUP

GIANNI VERSACE

Micrometal srl

RENATO CORTI SPA

VALEXTRA SPA

Experience

● Development and Production Director

VALEXTRA SPA | Sep 2013 - Dec 2022

(Riporto a: AD; Rip. Diretti: 6+ 35) In my role I was able to take up the peculiar professional and business challenge of managing both Product development and the reorganization and modernization of production processes, through the definition of a strategic plan of actions and activities aimed at optimizing lead time purchases, production and collection development. Starting from the coordination of the modeling with direct implication on the technical development, I contributed to reviewing the structure of the carry over products and to the development of new models guaranteeing the objective of a high quality level in compliance with the production lead time. PRODUCT DEVELOPMENT

-Coordination of internal and external modeling during the development of the collection prototype

-Coordination of internal and external pattern making in the post-collection industrialization phase

-Completion/Composition of the collection structure in collaboration with Merchandising through the study of trends in colors, materials, new functions, and processing of carry-over models

-Management of the development of special projects in direct collaboration with important designers

-Coordination of internal and external modeling for the development of the prototype

-Study of new models and definition of proportions, restyling of historical models

-Product team coordination for all research and development activities

-Estimated façon in the collection phase for costing purposes PRODUCTION

-Industrialization and production coordination

-Reorganization of internal production departments

-Reorganization and consolidation of modeling based on the Aimpes cad system

-Coordination of purchases and internal and external production planning

-Implementation and consolidation of external production sites

-Negotiation of production façon

-Supervision of external logistics Main results: In 5 years volume products increased over 600% : from 13.000 at 11M revenue to over 95.000 at 60M revenue Organized and implemented the production towards the outside with Product Development, Planning, Purchasing, etc, Creation

● Leather Goods Development Director

CHLOÉ – RICHEMONT GROUP | Apr 2010 - Nov 2013

(Report to: Accessory Director; Direct reports: 4) The main task was to define the role that had not previously existed, with operations in the Paris and Milan offices, for the development of the collections through:

- Definition of the collection structure in collaboration with designers and marketing
- Coordination of modeling and production technicians
- Product office coordination to guarantee collection delivery in compliance with the timing
- Collection development and fine-tuning up to the pre-industrialization phase (prototype and TDS validation)
- Product definition and pricing
- Collection editing in collaboration with Marketing

● Leather Goods Development Manager

GIANNI VERSACE | Apr 2010 - Sep 2013

(Report to: Operation Manager; Direct reports: 10 [modeling] + 5 [product development]) Responsibility for the construction and implementation of a collection structure for the first line for men and women, through:

- Coordination of internal and external modeling during the development of the collection prototype
- Coordination of internal and external pattern making in the post-collection industrialization phase
- Reorganization and consolidation of the product and modeling office
- Reorganization of collection development processes
- Definition of the collection structure and materials and color chart in sharing and collaboration with designers and merchandising
- Direct cooperation with merchandising and art direction
- Coordination of modeling and production technicians
- Product office coordination
- Collection development and fine-tuning up to the pre-industrialization phase (prototype and TDS validation)
- Product definition and pricing
- Collection editing in collaboration with merchandising

Main results: P
Developed 3 new lines nowadays currently in the commercial portfolio P
Consolidated the growing of new leather division P
Global revenue from 290M in 2010 to 390M in 2013 - Leather as first division in percentage on global revenue

● Leather Goods Brand Manager Development

RENATO CORTI SPA | Jan 1999 - Jan 2010

(Report to: Owner) Contribution to the development of the company from a family setting to a structured company that boasts the largest modeling shop in Italy, with the creation of the Product Office capable of managing collections of different brands with the same timing

- Implementation of collection development processes for prestigious brands, such as Chanel, Vuitton, Marc Jacobs
- Management and coordination of the product office to guarantee the realization of the collection in compliance with the timing
- Definition of the collection structure with the designers
- Coordination of modeling and production technicians
- Weekly meetings with Style, Marketing and / or Industrial Management Offices between Milan and Paris
- Research and development of new trends, leathers, metalworking and collection themes
- Collection development and fine-tuning up to the pre-industrialization phase (prototype and TDS validation)
- Coordination for the development of research materials
- Definition of pricing



● Product manager

Micrometal srl | Jan 1993 - Jan 1999

(Report to: Owner) As the Product Office Manager of the company, operating in the production of accessories for clothing and leather goods, I dealt with:

- Search for new models, vintage accessories and finishes

- Development and creation of new collections
- Elaboration of graphic proposals for customized articles to customers
- Coordination of artistic modeling for the development of metals