



Marta Andreassi

I chose fashion as a career because it is the only art that overcomes all the others; as every six months we start a new adventure and write a new story, experiment with new paths. I chose this job because i think fashion is the "anthropology" of the western world; it fully reveals our history. I chose to be a designer of shoes and bags because i believe that it is the accessories that characterize a person the most."

📍 Florence, Metropolitan City of Florence, Italy

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

English (Fluent)

French (Basic)

Italian (Native)

About

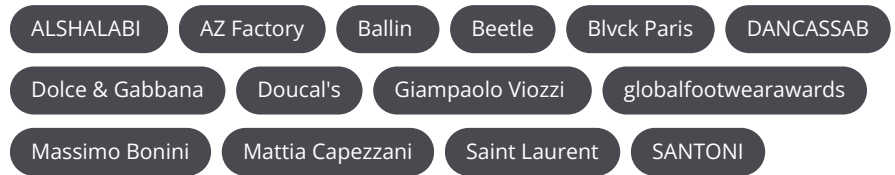
Hello Everyone

I have been working in the fashion world for nine years: nine in footwear and four in leather goods.

My responsibilities include trends research that will define the collections for the following season: drawing with hand and computer (PS, ID, AI, and Procreate),3D mock-up; material, color, and hardware research; technical shite and correction on the first prototyping.

My personal skills include a strong passion for fashion and the luxury market; constancy, determination, and patience. I have a strong problem-solving attitude and excellent communication skills. But the most important thing is my optimistic attitude

BRANDS WORKED WITH



Experience



● Freelance Senior Designer/ Woman & Men Shoes

Mattia Capezzani | Sep 2021 - Now

FOR MATTIA CAPEZZANI, I TAKE CARE OF EVERYTHING RELATED TO THE WOMEN'S COLLECTION:

- Trend and vintage research;
- creative and product mood;
- research of materials and components;
- the study of the collection plan.
- mock-up in Photoshop and 3D;
- design by hand and with Illustrator;
- the study of color and material combinations.
- Sales contact and presentation.
- Mood shooting



● Global Footwear Awards jury

globalfootwearawards | Sep 2019 - Now

Global Footwear Awards jury

● Freelance Senior Designer/ Woman & Men Shoes and Bags

ALSHALABI | Jan 2022 - Now

ALSHALABI is an Italian-Arab brand that will be presented in S/S 2025 at Pitti Uomo in Florence.

For this brand I am responsible for creating their first collection of bags and shoes through:

merchandise assessment, budget planning, concept development through the integration of current trends and fashion trends, defining line direction, materials and colors; development of designs and prototypes, line and form ideation, technical design development and internal presentation as design specifications and costs; line sheet and color chart development.

For Alshalbi, I am also following the commercial side, looking for and showroom and possible business in future sales countries such as Russia, United Arab Emirates and Saudi Arabia



● Freelance Senior Designer/ Women's Leather goods

Beetle | Jan 2022 - Now

Beetles is an Arab Brand based in Dubai that will be presented in S/S 2025.

For this brand I am in charge of creating their first handbag collections through:

merchandise assessment, budget planning for merchandise, concept development through integrating current trends and fashion trends, defining line direction, materials and colors; developing designs and prototypes, adopting line and form, technical design development and internal presentation as design specs & cost, catalog and color chart.

● Freelance Senior Designer/ Woman Shoes

Giampaolo Viozzi | Sep 2023 - Now

Giampaolo Viozzi is a brand founded in 1976. Its clients are Americans and Canadians, foreigners who come to the brands looking for Made in Italy products.

For Giampaolo Viozzi, I am responsible for the development of the women's collection.

Starting with merchandise evaluation, merchandise budget planning, concept development through the integration of current trends and fashion trends, defining line direction, materials and colors; pattern and prototype development, line and shape adoption, technical design development.



● Freelance Senior Designer/ Women's Leather goods

DANCASSAB | Nov 2020 - Jun 2023

ACCESSORIES DESIGNER WOMAN (BAGS-HATS-JEWELRY)

- trend and vintage research;
- creative and product mood;
- material and component research;
- Collection plan study
- photoshop and 3D mock-up;
- hand and Illustrator design;
- Study color and material combinations;
- technical file for China and Italian factories;
- follow up on the prototype and the collection;
- costs and prices;
- follow the lookbook and fitting;
- support staff during the Milan Fashion Week.



● Freelance Senior Designer / Unisex sneakers

Blvck Paris | Jun 2021 - Dec 2022

Freelance Senior Designer UNISEX SNEAKERS:

- trend and vintage research;
- creative and product mood;
- material and component research;
- photoshop and 3D mock-up;
- technical file for China factories;
- shape developer;
- follow up on the prototype and the collection;
- costs and prices;



● Massimo Bonini logo Freelance Senior Designer / Men's footwear

Massimo Bonini | Sep 2021 - Jun 2022

SENIOR DESIGNER FOR MEN'S FOOTWEAR

- trend and vintage research;
- creative and product mood;
- material and component research;
- Collection plan study;
- photoshop and 3D mock-up;
- Study color and material combinations;
- technical file for Italian factories;
- shape developer;
- follow up on the prototype and the collection;
- following the color card book



● **Freelance Senior Designer/ Women's footwear**

AZ Factory | Apr 2021 - Dec 2021

SENIOR DESIGNER WOMEN'S FOOTWEAR/ BAG:

- trend and vintage research;
- creative and product mood;
- material and component research;
- Collection plan study
- photoshop and 3D mock-up;
- Study color and material combinations;
- follow up on the prototype and the collection;



● **Designer/ Men's footwear**

Dolce & Gabbana | Oct 2019 - Nov 2020

- Shoe designer for Man and creative support director;
- working for the permanent collection, RTW collection, and haute couture collection;
- illustrator for bespoke shoes;
- web research and vintage research;
- prototype follow-up;
- support stuff during the Milano Fashion Week.



● **Designer/ Women's Leather goods**

Saint Laurent | Sep 2018 - Sep 2019

- IFM collaboration
- Leather goods collection and prototype follow-up

● **Designer / women's footwear**

Ballin | Sep 2018 - Sep 2019

- IFM collaboration
- Leather goods collection and prototype follow-up



● **Designer / Men and Woman footwear and leather goods**

Doucal's | Sep 2016 - Sep 2018

- Shoe designer for Man and Woman;
- working with materials and structures;
- trend and vintage research;
- colors and materials stories;
- prototype follow-up



● **Junior Designer/Men's footwear**

SANTONI | May 2014 - Sep 2016

- Junior shoe designer and creative director assistant;
- design and development with patina techniques;
- working with trends and materials;
- prototype follow-up;
- support Karla Otto's stuff during the Milano Fashion Week.
- prototype follow-up

Education & Training

2018 - 2020

● **IFM - INSTITUT FRANÇAIS DE LA MODE**

- Fashion design postgraduate program-major in Accessories, Fashion design postgraduate program-major in Accessories

2013 - 2014

● **CERCAL SCHOOL - International Footwear School**

- Shoe design diploma, Shoe design

2010 - 2013

● **Istituto italiano Moda**

- Fashion design diploma, Fashion design

2008 - 2012 ● **La Sapienza di roma**

Thesis in Sociology of Fashion: "Luxury and Fashion: different case studies", Faculty of Literature and Philosophy