



Béatrice Gonzadi


PASSIONATE , CURIOUS AND METICULOUS

 Marseille, France

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Languages

English (Fluent)

French (Native)

Italian (Native)

About

Immerged in the DENIM world for over 20 years and trained by denim masters in Italy.

I have expertise in materials, dyes, and responsible innovative washes.

My passion for denim, indigo, dyeing, and craftsmanship drives my creation of clothing stories inspired by workwear and historical archives.

I pay special attention to the evolution of women's status through her way of wearing clothes throughout history.

BRANDS WORKED WITH

Faith Connexion

Guess Europe Sagl

Kaporal

Lafuma

Le Mont Saint Michel

MAISON OVALE

Meltin'Pot

MISS SIXTY

Pepe Jeans London

Vivarte

Experience

● DENIM DESIGNER

| Sep 2023 - Now

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● DENIM DEPARTMENT DIRECTOR

Kaporal | Mar 2018 - Aug 2023

Create and Formed a team of 7 ,buyers,designer,modelist & production control.

create and buying 300skus/season

Created iconic models that continue to serve as the foundation for sales- (8 to 20 Kpieces/model/season.)

Launched the eco-responsible line, Kaporal Impact, increasing the share of eco SKUs from 1% to 50%.

Revisited basic volumes, created a pattern base, and established benchmarks that currently constitute 50% of sales.

created a wash archive, establishing a foundation of running materials tested over multiple seasons.

Expanded the supplier network: went from 2 manufacturing partners in Morocco to 7 globally (Tunisia, Turkey, Morocco), managing the associated complexities.

For the winter 21 season, the Denim Division generated a turnover of 5,900,000 euros with a team of 7 people.



● DENIM DESIGNER

Le Mont Saint Michel | Sep 2017 - Mar 2018

Define Product direction in line with DNA

Mood and Seasonal Theme

Design Workwear Denim Line M+W

● KID DESIGNER

MAISON OVALE | Jan 2014 - Jan 2018

Head designer for luxury brand Kid's ceremony . corner in Harrods and Barney's London
Galeries Lafayette Paris



● HEAD OF DESIGN DEPT

Vivarte | Oct 2008 - Jan 2014

Head of design dept
manage a team of 8 designers and graphic designers
Defining Design Direction for KID dept.
Trend,Mood ,Seasonal Theme and Key Items
DENIM expert



● DENIM DESIGNER

Pepe Jeans London | Jan 2007 - Jan 2008

Designer for 73 line denim
Mood Board,Research,Trends,Skeches and technical Files, washes.
S/S 08 and F/W 09



● DENIM DESIGNER

Faith Connexion | Jul 2006 - Jul 2007

Create and Launched the Denim collection
M+W



● HEAD OF DESIGN

Lafuma | Mar 2005 - Mar 2006

DENIM line OBER

Create Brand New Denim Identity for OBER Hystoric french denim line of 80's.
Create New Denim Lines



● SENIOR PRODUCT MANAGER M+W

Meltin'Pot | Jan 2004 - Jul 2005

DENIM & ALL PRODUCT LINES
Senior Global Product manager for M+W lines
Link with Marketing and Commercial
manage a team of 6



● SENIOR PRODUCT MANAGER

Guess Europe Sagl | Jan 2001 - Jan 2004

DENIM & ALL PRODUCTS
In charge of managing collections Man and Woman
Manage a Team of 6
related to Brand's Director



● senior designer

MISS SIXTY | Jan 1998 - Dec 2001

designer for denim and all product lines
designer for accessories line

Education & Training

2012 - 2013

● ECOLE SUPERIEURES D'ART F.CONTE

MASTER TEXTILE DESIGN, PRINT,TEXTILE DESIGN

1993 - 1993

● BRIONI

AGO D'ORO PRIZE, TAYLOR

1992 - 1992

● CONCOUR INT.JEUNES CREATEURS DE MODE

3rd PRIZE, COUTURE

1989 - 1992

● **ACCADEMIA ALTA MODA KOEFIA**

FASHION DESIGNER & MODELIST, design,modelism,costume,print,cou-
ture

1985 - 1989

● **LICEO SCIENTIFICO**

HIGH SCHOOL DIPLOMA, math,science,philosophy,latin,literature