



Mariapia Mineo

Freelance Outerwear Designer & Consultant | Founder at Sicels

Copenhagen, Denmark

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Languages

Danish (Basic)

English (Fluent)

Italian (Native)

Spanish (Basic)

About

MA Fashion from The Royal Danish Academy of Fine Arts, KADK
Highly motivated and creative multi product designer specialised in outerwear and activewear, with a demonstrated history of working in the design industry. Highly versatile, self-starting and goal oriented, able to adapt to new roles and work effectively in high pressure international environment.

Strong eye for trends, colour, details and a strong understanding of the latest trends for functional and technical fabrics and trims.

These skills are underpinned by very good knowledge of garment construction and excellent hand drawing skills as well as being a professional user of the Adobe suite.

My work experiences within both high end and commercial sides of the industry have given me a good understanding of how to combine creativity and market awareness in my design work. Hard work, ambitions and a love for details have lead me to varied design experiences between Europe and Asia and will continue to be my driving force in my future assignments.

SKILLS:

Fashion Design, Trend forecasting, Concept Development, Print design, Creative Research, Creative direction & styling, Leather & Accessories, Pattern Cutting, Costume Design for performance

BRANDS WORKED WITH

- Anne Sofie Madsen ApS
- BRUUNS BAZAAR
- Gareth Pugh
- Mariapia Mineo
- Mark Kenly Domino Tan
- Max Mara Fashion Group
- Nümph A/S
- Roland Mouret
- Sicels
- TS Studio / Trendsetters Fashions

Experience

● Senior Outerwear Designer

TS Studio / Trendsetters Fashions | Nov 2016 - Oct 2020

- Sole responsible for Trend research, Design & Development of two in house offer samples collections a year and seasonal Trend Books with colours and design direction for Womens & Mens Outerwear items.
- Design & development of All over and placement prints , Embroideries & trims for offer samples collections and customers developments.
- Travelling to textile fairs in Europe for Fabric sourcing & Research
- Overseeing development of all customers sampling, communicating all comments and updating all tech sheets
- Travelling to the factory twice a year & working closely with Details team, Pattern department & Sample room on daily basis to ensure a high level of quality.
- Customer meetings and daily liaison to develop strong relationships together with the Sales team.
- Meetings customers to present samples, discuss technical details and fit comments
- Organising and styling for photoshoots
- Additional Trend research, Design and development of seasonal capsule collections for selected Fabric suppliers through TS Studio.

TS STUDIO Is a small design and development agency connecting fashions brands in Europe with fabric and garment suppliers in South East Asia.

Primarily focussing on outerwear garments, but have expanded to do various different types of garments including Jersey , knits and accessories. Customers portfolio includes various high street and premium brands in the European market.



- **Designer (Maternity cover)**

Nümph A/S | Jun 2016 - Sep 2016

Temporary position, working alongside the senior designer to research trends, design and develop styles and deliver CAD specification sheets for High Summer 2017, Pre fall 2017 and Express.



- **Design Assistant Womens and Mens Main line / BZR**

BRUUNS BAZAAR | Oct 2015 - Jan 2016

During my 4 months Internship placement at Bruuns Bazaar I had the chance of developing ideas for prints across the three lines in close collaboration with the Senior Designer and the Creative Director. I worked on repeats, artwork set ups and colour matching after strike offs. I also worked on technical drawings on Canvas and daily tasks including participating to fittings, measuring prototypes and sale samples, working with Colour cards and everyday office tasks.

- **Designer**

Anne Sofie Madsen ApS | Feb 2015 - Jul 2015

Pattern cutting and draping, developing showpieces for Paris Fashion week across FW15 / SS16 , grading and Tailoring for the In-house production for selected High End retailers across Europe.

- **Design Assistant**

Mark Kenly Domino Tan | Dec 2014 - Jan 2015

Developing Patterns and Toiles for fittings, making of samples and leather accessories for Copenhagen Fashion week, Sewing selected garments for the In-house production & Made-to-Order special requests for clients and celebrities, Developing of Digital prints patterns on Illustrator and Photoshop .

- **Design Assistant**

Gareth Pugh | Apr 2013 - Oct 2013

Assisting the studio manager with daily studio tasks, pattern cutting, sampling and making of the show pieces for special projects and exhibitions as well as preparing and assisting during Paris fashion week



- **Studio Assistant**

Roland Mouret | Sep 2011 - Nov 2011

Assisting with pattern cutting for production, sewing toiles, Assisting with sewing alterations before Paris Fashion Week and daily Studio Tasks

- **Outerwear Designer & Consultant**

Mariapia Mineo | Oct 2020 -

Working with various clients between Italy, Denmark, Korea, Hong Kong on design projects within Outerwear & accessories Design, Product Development for Womenswear & Menswear, Creative research, Trend Forecasting, Concept development, Fabric Sourcing, Accessories & trims development, Print & textiles development.

Also Costume Design for Performance, Styling and creative production for commercial & Editorial

- **Outerwear and Activewear Designer & Consultant**

Max Mara Fashion Group | Nov 2022 -

Working with the Max Mara Leisure design team on Design & Development for the Smart Active capsule including Technical outerwear, Accessories and Activewear products. Concept development, Trend & materials research, development of colour ranges and tech packs, Ad hoc logo textile Design for Activewear.



- **Founder & Creative Director**

Sicels | Sep 2019 -

Sicels is a slow fashion studio based between Copenhagen and Palermo, Sicily. Est. late 2019, focusing on creating season-less and sustainable

scarves, hand crafted in Italy and England in limited editions.

Skills: Brand & concept development, Print Design, Sourcing, Design & Creative Direction, marketing material, Creative Direction & casting for look book & Campaigns, Creative collaborations with other brands and artisans within Denmark and Italy.
Ad hoc freelance design projects.

www.sicels.net

Education & Training

- 2012 - 2014 ● **KADK**
Master of Arts (MA),
- 2009 - 2012 ● **University for the Creative Arts**
Bachelor of Arts (BA) Hons,
- 2008 - 2009 ● **London College of Fashion, University of the Arts London**
Foundation Diploma in Art & Design,
- 2007 - 2007 ● **Central Saint Martins, University of The Arts London**
Short Course - Interior Design,