



GIUSEPPE MARRETTA

FASHION DESIGNER



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PROFESSIONAL PROFILE

My professional path is primarily characterized by having worked on either menswear and womenswear collections.

Creativity combined with research, innovation, strategy and attention to high quality product standards are key elements of my work.

I Always act with great respect of heritage and inject it with modernity, freshness, culture and irony, with an eye to sustainability as well.

All forms of culture like fashion, music, cinema, architecture, art, design are all true fonts of inspiration. Leadership, team work and problem solving are attitudes that have always been in my DNA and have grown stronger in time.

WORK EXPERIENCE

2022 **DESIGN CONSULTANT**

MILAN

Menswear and womenswear design and product development collections.

Co-named collaborations with high premium brands like FABRIQUE and GXG which aim to create see now/buy now knitwear and RTW capsule collections.

I was asked to create knitwear and woven collections based on my expertise and my background, that are exclusively sold within the asian market and online.

- Inspirations, mood boards, yarn and stitch research, graphic patterns and jacquard design, collection set up and product specifics.
- Product development support.
- Proto and sample fitting support.

2021-22 **DESIGN MANAGER**

ALANUI s.r.l. / NEW GUARDS GROUP

MILAN

Head of menswear, womenswear, homewear, kidswear and special projects for the brand ALANUI across knitwear and RTW categories.

Hired to support the creative director throughout the creative process and the making of the womenswear collection while building up and expanding menswear, according to the creative strategy of empowering the menswear business.

- Worked closely with creative director and CEO on the knitwear creative strategy by adding new product families and expand the iconic cardigan imagery.
- Helped and supported the growth and expansion of the knitwear category across menswear and womenswear.
- Focused on creating a new knitwear vocabulary made of new styles and techniques.
- Managed 2 junior designers on development of design concepts, graphics and knit techniques, 2 free lance graphic designers and daily updates with PD manager and suppliers.
- Helped and supported the lookbook shootings and adv campaigns through locations research and inspirational moodboards.

2019-21 **MENSWEAR CREATIVE DIRECTOR**

PRINGLE OF SCOTLAND LTD

LONDON

Knitwear, jersey and RTW creative director.

Hired to breathe new life and vision to menswear, I achieved the goal in great respect of the brand's huge heritage, developing a new imagery that could speak to a younger customer, more international and fashion oriented.

- Created a new aesthetic through mood boards, colour palette, new fits and shapes inspired by heritage, streetwear, sportswear and modern art.
- Yarn and stitch research and development, including the introduction of sustainable items made of recycled yarns and certificated suppliers in Italy.
- Managed a team of 1 senior and 2 junior designers and worked closely to PD office, Commercial director, Merchandise director and PR and Communication director to innovate the strategic brand positioning.
- Worked in collaboration with a team of set designers in order to create an environment that could fit each collection and could give the feeling of an art performance rather than a mere clothing display.
- Achieved a +40% on sales, SS20 vs SS19 based on sell-in analysis.

2013-19 **WOMENSWEAR HEAD OF KNITWEAR AND JERSEY**

GIORGIO ARMANI SPA

MILAN

Giorgio Armani knit & jersey on main, runway collections and special projects.

Hired to support with more knowledge and technical skills, I grew professionally from senior designer to head of design, providing Mr Armani with a distinct and peculiar point of view on knitwear and jersey.

- Managed to create a new vision through research, techniques and shapes inspired by heritage, architecture and modern culture.
- Worked closely to Mr Armani during collection review meetings.
- Managed a team of 1 senior designer and 1 in house PD support.
- Constantly in touch with PD managers and pattern makers at GA Operations on development of new techniques and shapes.
- Increased press visibility of knitwear and jersey garments, which were included in adv campaigns, editorials, covers and red carpets.
- Achieved a constant growth on sales up to the FW19 season with knitwear and jersey as best sell-in and sell-out performing categories.

2010-13 **SENIOR DESIGNER**

IF SAS di ISABELLA FRANCESE

MILAN

Menswear and womenswear knit & jersey design and product development consultant.

I managed relationships with customers like Zegna, Agnona, Corneliani, Brioni, Isaia, Zanone and Woolrich.

- Inspirations, yarn and stitch research, collection set up and product development support.
- Worked with Mr Sergio Corneliani on creating runway show knitwear and jersey collections.
- Worked on creating incredible knitwear techniques with the finest yarns for Agnona.
- Constantly in touch with inhouse PD managers and pattern makers on development of new techniques and shapes.
- Increased press visibility of knitwear and jersey garments, which were included in adv campaigns and editorials.
- Achieved a constant growth on sales on every brand I worked with.

2009-10 **KNITWEAR AND JERSEY DESIGNER**
ERMENEGILDO ZEGNA
MILAN
Knitwear and jersey designer for the Upper Casual label.
- Runway shows and trend analysis.
- Yarn research, stitch research and design, intarsia and jacquard design, colour variations and cads.
- Vintage research.
- Sketch proposals, variations on themes, colourways variations and cads.

2008-09 **INTERN**
SARTORIA SANT'ANDREA
MILAN/FANO
Based in Via Bagutta office in the heart of Milan, I also worked in their production headquarter in Fano. I was asked to provide a fresh view on a specific meswear world that is Bespoke.
- Runway shows, trend and colours analysis.
- Fabric research and design, colour variations and cads.
- Detail research and proposal.
- Sketch proposals, variations on themes, colourways variations and cads.

EDUCATION

2005-08 **FASHION AND TEXTILE DESIGN DEGREE**
IED MODA LAB
MILAN

2000-04 **ARCHITECTURE DEGREE**
POLITECNICO DI TORINO
TURIN

SKILLS & STRENGTHS

KNITWEAR - Pattern/stitch structure design	FASHION - Hand sketch and illustrations	IT - Adobe Ps, Ai, Id
- Graphic design	- Moodboards and concepts	- Microsoft Office
- Expert yarn knowledge	- Strong sense of colours	
- Liaising with factories and spinners	- Fitting	

ABOUT ME & MY JOB

<https://www.scotsman.com/lifestyle/shopping/dont-mingle-wear-pringle-2523092>

<https://www.wallpaper.com/fashion/room-with-a-view-fashion-designers-home-sketches>

<https://www.vogue.com/fashion-shows/fall-2020-menswear/pringle-of-scotland>

<https://wwd.com/runway/mens-fall-collections-2020/paris/pringle-of-scotland/review/>

<https://wwd.com/runway/mens-spring-collections-2020/paris/pringle-of-scotland/review/>