

Alessandra Fer- gola

Head of Design & Product Development / Sergio Tacchini - Fila - Russell Athletic - Tony Hawk

📍 London, UK

[Portfolio link](#)

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Links

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

Languages

Italian (Native)

French (Basic)

English (Fluent)

German (Basic)

About

Highly skilled, creative and technically accomplished Head of Design with 10+ years of international experience specialized in sportswear and casualwear for both men and women. Since graduating in 2005 I have gained valuable experience working across multi category levels ranging from high performance through to sports fashion. My fifteen years in the industry has been strengthening my design and development skills through continued hard work, international travel and collaborating with different partners on both the production and creative side of the industry. As a person I am curious and always ready to discover new worlds and exciting possibilities. I am creative and enjoying working in a fast pace environment where my exceptional planning and organizational skills are fully needed. I believe success begins with a positive can do approach that I love to share with a team.

BRANDS WORKED WITH



Experience



● Head of Design and Development

Sergio Tacchini | Apr 2022 - Now

- Working as Head of Design & Development across men and womenswear for the Batra Group, one of the biggest sportswear licensee in Europe. I oversee a team of four designers and two product developers that work across four different brands.
- Reporting directly to the Company Director. With weekly meetings to discuss brand direction and report on design and product development progress.
- Responsible for creative and design directions that can be translated into unique seasonal key stories for the multiple brands in the company portfolio.
- Defining critical path, target prices and seasonal timetable to ensure that all briefs are completed on time and within budget
- Researching and proposing new brand opportunities relevant to the sportswear and fashion markets
- Being the main point of reference with counter parts in sourcing / development / marketing to ensure smooth transition of work flow
- Communication with clients and suppliers and the cultivation of the relationship in order to guarantee a strong and durable partnership
- Liaising with buyers and collaborators to ensure that briefs for products are meet based on their requirements, that the communication is clear and the process is followed up till the final products are delivered.
- European and oversee travel for sales meetings and design sessions
- Producing seasonal presentations on new ranges, trend analysis and new products to the sales team, key account buyers and merchandisers
- Briefing, managing and directing the internal design team plus seasonal freelancer on seasonal projects.
- Responsible for conducting interviews with applicants for both design and development roles within the team, as well as constructing yearly appraisals and development plans with direct reports
- Work closely with the Company Director throughout the process, from developing initial concepts and briefings though to presenting the final product line for seasonal sell-in



● Design Manager

FILA | Oct 2017 - Apr 2022

- Working as Design Manager across men and womenswear for FILA UK, reporting directly to the Company Director with weekly meetings to discuss brand direction and report on design and product development progress.
- Developing seasonal trend directions and colour palettes that are shared with the design, marketing and sales teams.
- Managing and designing 200 styles per season on my own plus over-

seeing about 300 styles across the team

- Key focus on Collaborations, Special projects and Special Make-up projects.
- Defining critical path, target prices and seasonal timetable to ensure that all briefs are completed on time and within budget
- Sourcing and liaising with suppliers to ensure the highest standard in product and production development
- Seasonal development trips to China, India and Europe
- Organising and directing fitting session for samples amendments and delegating follow up assignments
- Communication with clients and suppliers and the cultivation of the relationship in order to guarantee a strong and durable partnership
- Briefing, managing and directing the internal design team plus seasonal freelancer on seasonal projects.
- Regular visits to office head quarter for strategy meetings, garment fittings, development and production meetings.
- Managing the day to day running and organising of the London based design studio

● Design Manager

STUDIO ABLEY LIMITED | Jan 2016 - Sep 2017

- Working as Design Manager across two brands and multiple license accounts for a RTW fashion brand and a streetwear brand.
- Responsible for creating seasonal key stories and creative directions to be developed into full product ranges.
- Briefing and overseeing of seasonal freelance designers that join the team during peak times.
- Work closely with the Company Director through out the process. From developing initial concepts and briefings through to presenting the final product line for seasonal sell-in
- Organising the entire workload for the season and delivering it to the responsible members of the team.
- Provide guidance and instruction when delegating and delegate assignments to the appropriate individuals based on their skills and experience.
- Defining critical path and seasonal timetable and ensure that all briefs are completed on-time and correctly
- Managing budget for seasonal collection and related development, including inspiration trips
- Sourcing and liaising with suppliers to ensure the highest standard in products
- Negotiate prices and timeline for final production orders

● Freelance Senior Designer

Alessandra Fergola | Jan 2015 - Sep 2017

- Working as Senior Apparel Designer and creative consultant for both Fashion Lifestyle and Sports Performance focused brands on both men and womenswear (www.fila.co.uk, www.sergiotacchini.com, www.nemen.it, www.russellathletic.com, www.woolrich.eu, www.vulpine.cc, www.bobbyabley.com, www.fiorucci.com)
- Offering my extensive knowledge of the casual and sportswear market to provide a complete overview of the design process, from creative direction through to the realisation of design, development and production combining creativity and commercial awareness.
- Working on trend research and creative direction for the EU and Asian Market.
- Extensive knowledge of sourcing and factories mostly in Italy and UK.
- Liaising with suppliers in order to guarantee the best result for development and product delivery for production.
- Communication with clients and maintenance of the relationship in order to guarantee a strong and durable relationship.
- Problem solving for issues related to fit, development and production.
- Extensive travelling for research, inspiration and development.



● Designer // SELECT

PUMA | Jul 2013 - Dec 2014

- Working as the lead designer on the Puma Premier - SELECT range. Currently in charge of designing and coordinating the sport fashion apparel collections created in collaboration with leading artists and labels such as House of Hackney, Alife, Vashtie, BWGH.
- The focus of the team is to create modern lifestyle collections combin-

ing Puma heritage and performance innovation with specially selected artists and brands contemporary visions.

- My responsibilities within the line include over seeing every aspect of the creation process from first meetings with the collaborator to final execution and marketing handover.
- Product responsibilities are to cover both performance and casualwear specifics of product creation ranging across: All wovens, knit, outerwear, mid layers, T-shirts, shorts and bottoms.
- Specifics include, trend/product research, fabric and materials selection, definition of seasonal color palettes, technical drawings and specification for factory construction, inspection of samples and assessment regarding fit, workmanship, construction and execution, which involves seasonal factories visits in Europe and the Far East.
- Since I joined the team, the SELECT Apparel net sales reached 3.5 million with 97.000 units sold. This means a growth of +23% into compare with AW13 and previous seasons.
- Retailed in selected stores and special global distribution.



● Designer

PUMA | Aug 2010 - Jun 2013

- Individually design and development of four ranges which includes eighty styles across men and women, including outerwear, middle layer, top and bottom within the Puma global range
- Trend analysis and market research
- Definition of the seasonal color palette
- Create and maintain creative power points, sketches, Illustrator drawings, specifications, material overviews, color directions, boards supporting the process and meeting all deadlines accordingly
- Examine all prototypes to assure all specifications are on trend to assure product cost targets
- Provide of complete manufacturing tech packages to both FE and EU suppliers with seasonal travels at source to achieve high level of quality reviewing prototypes in terms of manufacturing check
- Helping out the team in problem solving regarding design, development, time and costing issues



● Product Developer

PUMA | Sep 2008 - Jul 2010

- Incorporating research, performance, and manufacturing technology into the development process
- Maintaining precise development documentation, and meeting targets for quality and performance
- Prepare, draw up and follow up all necessary collection documents, such as style specifications, measurements charts, materials and accessories selection, fitting and sealing comments
- Inspect samples and make assessments regarding fit, workmanship, construction and execution
- Follow up style specifications, prototypes and sealing samples according to schedules
- Fast problem solving in case of issue during development or production

● Product Developer/ Performance apparel

Alpinestars SPA | Mar 2006 - Jul 2008

- Development of technical motorcycle equipment starting from a brief and driving the process through research, design and development incorporating manufacturing technology into the design process
- Creating full Tech Packs for FE suppliers, maintaining precise development documentation and meeting targets for quality and performance
- Fabrics and trim selection based on the needed functions
- Trend analysis and market research
- Definition of the seasonal color palette
- Fit checking and assessments with consequence clearly communicates changes to Far-East suppliers, following up mass production with fast production problem solving
- Optimization of costs and consumptions during development; interaction between every step of development up until quality control



● Internship / Womenswear Designer

COMVERT S.r.l. | Feb 2005 - Jul 2005

- Designing a full collection of women wear apparel and accessories aligned with the brand philosophy
- Preparing Tech Pack for local and Far East suppliers
- Materials & trims design and development
- Fit checking and samples amendments
- Create concept, color, materials and trim boards in line with Category Designer's direction
- Maintain communication with superiors and accurate records of individual work

Education & Training

2003 - 2005

● **POLITECNICO DI MILANO**

Master Degree, Product Design