



Alessandro Perriello

Womenswear Designer

Milan, Metropolitan City of Milan, Italy

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Languages

Italian (Native)

English (Fluent)

French (Work Proficiency)

About

Fashion Director and Product Manager with over 20 years of experience in creating and developing collections for Women, Men, and Teenagers in both Italian and foreign companies. In my work, I offer comprehensive consultancy, ranging from trend scouting to collection development, with targeted inputs on fabrics, accessories, and the creation of personalized digital or hand-painted prints. Alongside my core competencies, I have also gained substantial expertise in materials and accessories research, always maintaining a focus on merchandising and commercial positioning, with a special focus on pricing. I have successfully worked on Chinese Ready-to-Wear collections, providing consultancy services that honed my flexibility and understanding of different cultural and market logics. Key competencies: Styling Direction | Women, Men, and Teenager Collection Development | Product Management | Fashion Design | Fabric, Material, and Accessory Research and Selection | Merchandising | Pricing | Market Positioning | Trend Hunting | Budget Management | Multi-cultural Approach | Team Management

BRANDS WORKED WITH

ALESSANDRO PERRIELLO FOR FABRIQUE

Blufin Spa

EEKA GROUP

IMAP SPA

Istituto Europeo Di Design (IED)

MALHAS

MARTHA S.r.l.

Max Mara Fashion Group

PRIMA CLASSE ALVIERO MARTINI

Experience

DESIGN DIRECTOR

ALESSANDRO PERRIELLO FOR FABRIQUE | Jan 2022 - Now

- Mission: creating a personal collection tailored for the Chinese market and marketed through the Fabrique platform.
- Responsible for designing and producing an exclusive collection for the Chinese market.
- Developing a distinctive and appealing concept in line with the target market trends.
- Coordinating all stages of the design process, from trend research to material and fabric selection.
- Overseeing the transition to sampling to ensure consistency and quality of the garments.
- Planning and managing the collection launch.
- Collaborating with the marketing team to develop effective marketing strategies on the FABRIQUE platform.

ADJUNCT PROFESSOR

Istituto Europeo Di Design (IED) | Jan 2018 - Now

- Teaching the following courses:
 - Menswear Fashion Design.
 - Methodology of Design and Fashion Design1 for the first year of the course.
 - Product Management in evening courses and Teenager Wear at IED Como (Accademia Galli).
 - Thesis advisor for third-year students.

HEAD DESIGNER WOMENSWEAR - FREELANCE CONSULTANT

EEKA GROUP | Jan 2016 - Jan 2018

- Mission: Design Lead for the Koradior Women's Line.
- Conducting seasonal trend research and creating inspiration mood boards for colours and details.
- Designing key looks for the Collection.
- Creating personalized digital and hand-painted prints.
- Sourcing high-quality materials and fabrics.
- Overseeing the transition of prototypes and sampling.
- Creating the collection for the Shenzhen Fashion event in Milan (June)

2016).

Key Achievements:

- Repositioning the collection for a younger target audience.
- Achieving a sales increase of approximately 25%.
- Creating a personalized handcrafted print that became a best-seller and was featured in all brand retail outlets.

● HEAD DESIGNER MENSWEAR

IMAP SPA | Jan 2014 - Jan 2016

Mission: Responsible for Style and Product development for the Original Marines Teenager Wear and Menswear lines, consisting of four collections per year, sold in approximately 600 retail outlets in Europe and the United States. Managed team: 3 people.

- Supervising and developing all phases of the collection, including fitting trials for prototypes and finished products.
- Conducting seasonal trend research and proposing mood boards (inspiration mood boards, colours, and details).
- Designing key looks for the collection.
- Coordinating graphic studios responsible for providing digital prints for the collection.
- Maintaining constant communication with various suppliers for quality control of sampling and with labs for finished product inspection.
- Collaborating with the marketing department to ensure alignment with the new collection image.
- Frequent research trips to London, Paris, Los Angeles, and Stockholm.

Key Achievements:

- The collection became the best-performing within the group, primarily due to the repositioning of the Teenager line.
- Successful launch of the new Menswear line, contributing to the brand's growth and market expansion.

● SENIOR DESIGNER

Blufin Spa | Jan 2012 - Jan 2014

Mission: Senior Designer for the Blumarine collection (4 collections per year: 2 main and 2 fashion shows), sold in approximately 700 retail outlets worldwide.

- Conducting seasonal trend research and creating mood boards for inspiration and colour palettes.
- In-depth research on fabrics and accessories to ensure high-quality materials.
- Designing the Main Collection and Fashion Show collection for outerwear, leather, and cut jersey categories.
- Creating exclusive designs for celebrities such as Selena Gomez, Lana Del Rey, and Katy Perry.
- Creating runway looks requested by Vogue to illustrate seasonal trends.
- Product oversight, managing contacts with pattern makers for garment transition and conducting fitting trials for prototypes and finished garments.

Key Achievements:

- Expanded the outerwear category with new types of garments and implemented more commercial pieces for the daily wear collection.
- The garments designed for the runway received excellent feedback in terms of both commercial success and brand image, gaining visibility through advertisements and editorials.

● FASHION COORDINATOR

Max Mara Fashion Group | Jan 2006 - Jan 2010

Mission: Responsible for Style and Product Management of the Max & Co. Classics collection, consisting of two seasonal collections, sold in approximately 500 retail outlets in Europe, the United States, and Asia. Managed team: 6 people (including a PM, two Fashion Designers, an external consultant, and an assistant).

- Responsible for Stylistic Coordination and Artistic Direction.
- Supervising and developing all phases of the collection, including fitting trials for prototypes and finished products.
- Frequent trips to London and Paris for market research and discovering the latest international trends.

- Design distinctive key looks for the collection, combining elegance and modernity.
- Thorough research on high-quality materials and accessories to emphasize the line's distinctive style.
- Close monitoring of foreign production, especially for garments purchased in China and India.
- Collaboration with the Marketing Department to define commercial strategies and proposals for advertising campaigns.
- Style and Product coordinator for the special project POP by Max & Co., consisting in reissuing the most iconic vintage coats of the Max Mara and Sportmax brands.

Key Achievements:

- Played a relevant role in the success of the Max & Co. Classics collection by infusing it with modern fashion ideas while staying true to the brand's identity.
- Successfully achieved sell-through rates of approximately 75/80% before sales, establishing the brand as one of the most prosperous within Max & Co.

- **CO-OWNER AND DESIGN DIRECTOR**

MARTHA S.r.l. | Jan 2002 - Jan 2005

- **SENIOR DESIGNER**

PRIMA CLASSE ALVIERO MARTINI | Jan 1999 - Jan 2001

- **JUNIOR DESIGNER**

MALHAS | Jan 1997 - Jan 1999

Education & Training

1991 - 1995 ● **IED**

Fashion Designer, Fashion