



# Erica Bonardo

leather goods designer

📍 Milan, Metropolitan City of Milan, Italy

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## Languages

English (Fluent)

Italian (Native)

## About

Senior Designer; I have a long time experience in the world of leather goods; for over 15 years I've been collaborating with big fashion brands, SME's and multinationals as well, ensuring the collections creation, according to the expectations of Quality, Budget and Timing. - I directly interact with the owners, to get the inputs to develop their collections. - I work in multifunctional teams, actively cooperating to the different phases of the project development: I constantly relate to the departments of product development, modeling and merchandising, supporting my colleagues in realizing the products. Since I acquired a good knowledge of both fine and non-precious leathers, I have introduced new lines in the company, therefore bringing the brands closer to real leather goods, but avoiding to make them lose their distinctive features. Thanks to my consolidated experience and my market knowledge, I'm able to optimize and contain the development costs, without compromising the necessary image and quality standards.

### BRANDS WORKED WITH

CoSTUME NATIONAL

ETRO SpA

GIORGIO ARMANI SPA

Studio di consulenza per marchi Wrangler, Lee Jeans

## Experience

### ● Senior Designer for

ETRO SpA | Jan 2013 - Jan 2022

I was subjected to the Collection Development Manager and I directly interact with the creative direction, in order to ensure the development of the collection according to the expectations and directives provided for.

- Acquisition of inputs for the collection development
- Creating the mood with research travels and choosing from archives, magazines and Internet
- Research and selection of materials
- Project development on site, actively participating to the different phases of its implementation.

Since I gained a lot of experience in the leather goods field, I personally contributed to a revisiting project of the brand's iconic models, made with top fine leathers, while trying to maintain the product heritage; feedback from the market was excellent.

### ● Leather goods Senior Designer

GIORGIO ARMANI SPA | Jan 2008 - Jan 2012

wear Senior Designer for Armani Collezioni Donna [2009 – 2011]; Leather goods and footwear Senior Designer for Armani Jeans Donna [2008 – 2009] I was subjected to the Line Manager and I was in charge of the collection development according to Mr. Armani's directives.

- Inputs acquisition for the collection development
- Creating the mood with research travels and choosing from archives, magazines and Internet
- Research and selection of materials
- Project development on site and/or in the Far East and in Europe on site (depending on the collections)
- In charge of the product approval and sampling phase
- Presentation of the collection to showrooms and buyers

Among the products realized there is: Shopping Vernice AJ. With the support of the Merchandiser and of the Product Manager, I created an iconic handbag at a competitive price. This product received an excellent response in terms of recognizability and sales, so much so that it had a continuous production for several seasons, regardless of the collections release, it also allowed the brand to be extended to new customers.

### ● Junior Designer for accessories

CoSTUME NATIONAL | Jan 2005 - Jan 2007



Input and all the phases of creation and management of collection development

- Creating the mood with research travels and choosing from archives, magazines and Internet
- Research and selection of materials
- Project development and creation of technical sheets

### ● **Junior Designer Wrangler**

Studio di consulenza per marchi Wrangler, Lee Jeans | Jan 2004 - Jan 2005

Input and all the phases of creation and management of collection development

- Creating the mood with research travels and choosing from archives, magazines and Internet
- Creation and supervision of metals development
- Research and selection of materials
- Project development