



# Alice Firman

SENIOR DESIGNER WOM-  
ENSWEAR

📍 Milan, Metropolitan City of Milan,  
Italy

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## Links

 [LinkedIn](#)

## Languages

Italian (Native)

English (Native)

French (Basic)

## About

I am Alice Firman, 29 years old Italian-British fashion designer.  
I lived between Milan, London and NYC and graduated my MA in Fashion Womenswear at the Royal College of Art in London in 2018.  
My work background is composed of experiences at Rick Owens, Alexander Wang, NGG, Vivienne Westwood, Costume National and I am currently senior designer at MSGM in Milan.

### BRANDS WORKED WITH

Alexander Wang

Antonio Marras

CoSTUME NATIONAL

Gentucca Bini

MSGM

New Guards Group

Rick Owens

Vivienne Westwood

## Experience



### ● Senior Womenswear Designer

MSGM | Mar 2022 - Now

Senior Womenswear Designer across all categories with a focus on Jersey and Denim



### ● Womenswear and Menswear Designer

New Guards Group | Feb 2021 - Apr 2022

I worked on two different labels of the group:  
There Was One - new fully sustainable wardrobe brand of Farfetch that I followed as the only designer from it's beginning prior to the launch, building it's the core.

Ambush - womenswear and menswear designer across all categories

### ● RTW/T Designer Leather and Tailoring

Alexander Wang | Jan 2020 - Jan 2021

Leather and Tailoring Designer + Maker of all creative toiles

### ● Fashion Design & Materials Assistant

Rick Owens | Jan 2019 - Dec 2019



### ● Fashion Design Assistant Intern

Vivienne Westwood |



### ● Fashion Design Assistant Intern

CoSTUME NATIONAL |



### ● Fashion Design Assistant Intern

Antonio Marras |



### ● Show Assistant

Antonio Marras |

### ● Fashion Design Assistant

Gentucca Bini |

(Womenswear line + head of a charity fashion project)

Vogue Talents

Selected by Vogue Italia as one of the three graduates for the first time presented at Vogue Talents.

Winner of Swarovski Competition  
Sponsorship for second year / final collection.  
Menswear designer Winner  
of the competition for WHISTLES.  
Zine Award Winner  
of the DiversityNow2014 Competition - All Walks Beyond the Catwalk in  
collaboration with ID Magazine.

## Education & Training

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- 2016 - 2018 ● **Royal College of Art**  
MA Fashion Womenswear, Fashion Womenswear
- 2013 - 2016 ● **Edinburgh College of Art**  
BA Fashion (Hons), Fashion Design
- 2012 - 2013 ● **University for the Creative Arts**  
Foundation Degree in Art and Design, Fashion Design
- 2012 - 2012 ● **Central Saint Martins**  
Summer Fashion Courses, Fashion Sketching and Design