

GMT

Giovanna Marçallo Thereza

ACADEMIC BACKGROUND

- July /2021 · DIGITAL FASHION 101 / Parsons and The Digital Fashion Group Academy - Online
- July/2020 · Digital Fashion CLO3D Advanced / La Tecnocreativa – Barcelona, Spain
- Mar/2020 · Clothes and Fabrics Creation in Clo3D / UDEMY (online) - Barcelona, Spain
- April/2019-April/2020 · Master in Fashion and Design Management / ESDI Barcelona, Spain
- Jan/2019-April/2019 · Postgraduation in Design for Innovation Strategy / IED Barcelona, Spain
- Set/2017-Sep/2017 · New York Fashion Tour/FIT – Fashion Institute of Technology – NY, USA
- Mar/2016-Oct/2017 · Postgraduation in Fashion Marketing / IED São Paulo, Brazil
- May/2016-Jul/2016 · Textile Product and Manufacturing Technology / SENAI – SP, Brazil
- Feb/2009-Dec/2019 · Technical Course Fashion Clothing and Production / SENAI – PR, Brazil
- Feb/2005-Dec/2008 · Degree in Product Design / Positivo University – Curitiba, Brazil

PROFESSIONAL EXPERIENCES

FREELANCER · FANTASTIC STUDIO OF FASHION – BARCELONA – SPAIN

JAN 2019 - NOW

Trend Researcher & 3D Fashion Designer

Trend researcher focused on fast-fashion companies and brands in Brazil. According to the client's profile and strategy, reports are prepared with insights into product and retail behaviors and trends, promoting bets for the next season. Development of books with the most recent European trends, translating into commercial products and assertive collections. Specialist in fashion product research, store architecture / VM and market innovation.

3D Fashion Designer aiming to introduce 3D technology in the fashion industry. Collaborating with Industry 4.0 with cost reduction in sample production and more agility in approvals helping the environment! Elaboration of high-quality 3D presentations and tech packs for industry and brands to validate their ideas virtually.

Currently developing Collections using 3D tools for brand in Dubai and working directly with major retail brands in Brazil on Trend Research projects for fashion products and retail innovations.


LOJAS TORRA – SÃO PAULO – BRAZIL

MAY 2014 - DEC 2018

Retail Company ~ 70 stores ~ 5.000 employees

Product Manager – Women's Collection · Sportwear · Beachwear

Responsible for leading the design, allocation and planning teams within the Women's Department. Travel research to identify new trends and inspirations. Negotiation and development of imported products with international visits to China. Follow the product development process, assortment, management and analysis of suppliers, negotiations, inventory control, pricing and sales. Strategy plan and results analysis. Planning commercial actions during the year managing purchases and design. Contact with the Marketing, VM and Planning areas with weekly visits to points of sale and competitors. Visits to fashion fairs and events to update the market and search for new suppliers and opportunities.



GIOVANNA MARÇALLO THEREZA

Product Fashion Designer
Product Manager

SUMMARY

Fashion-industry-professional with large experience as Product Manager and Fashion Designer. Skillful on leading processes of product development and strategy.

Trend research and market analysis skills, knowledge about fashion products production and fabrics. Elaboration of briefings and management of the design team and suppliers. Capable of translating the top fashion and hottest new trends to the high street fashion collections.

Strong and decision maker professional. Like to work as a team and be able to exchange knowledge with a multicultural group. Interested to face new challenges and be in contact with innovative projects and opportunities inside companies.

"I believe that fashion and technology together will build the future of the retail and fashion industry. I want to be part of this change and help companies to continue their business following the newest trends in the market and standing out for causes that will make difference in the world."

Ambitious, hardworking, Curious and Communicative!



GIOVANNA MARÇALLO THEREZA

Product Fashion Designer
Product Manager

CONTACT

giovannathereza@gmail.com
+34 635.788.936

Carrer de Betlem, 49-51
Barcelona, Spain

Spanish Work Permit
Italian Passport

SOCIAL



Fantastic_studio_fashion
Fantastic_3D_fashion



Giovanna Marçallo Thereza



www.fantastic-studiofashion.com



www.behance.net/giovannathereza

LOJAS COPPEL – PARANÁ – BRAZIL

MAR 2013 - MAY 2014

Mexican department store | ~ 1.200 stores in Mexico (20 stores in Brazil) | +10.000 employees

Product Manager – Lingerie · Sportwear · Beachwear

PÁTIO BATEL – PARANÁ – BRAZIL

MAR 2013 - NOV 2013

Luxury Shopping Mall | ~ 200 stores | ~ 800 employees

Winner of the Patio Batel's Contest - CROQUI

Fashion Designer of the Uniforms Collection

Marketing and Product Department

Winner of the competition for the development of professional uniforms for the mall. Travel to Milan to follow Milan Fashion Week and visit the Ermenegildo Zegna brand office. Hired to develop all categories of uniforms for the mall staff (security, maintenance, cleaning, concierge, administration). More than 35 looks created from artistic sketches to all technical drawings and details on materials and finishes. Also responsible for material negotiations with suppliers and production following. Development of the brand's uniform books with all the information and details.

MAKENJI – SANTA CATARINA – BRAZIL

DEC 2011 - MAR 2013

Male and Female Fashion Brand | ~ 22 stores | ~ 1.000 employees

Fashion Designer and Buyer Woman Knitwear Department

INTERNATIONAL EXPERIENCES

4YFN BARCELONA (Four years from now), Feb 2019

ITMA BARCELONA (International Textile Machinery Association), Jun 2019

PREMIERE VISION PARIS, Sep 2019 - AW 20-21

SKILLS

Advanced English
Advanced Spanish
Native Portuguese.

Advanced Office Suite
Advanced Corel Draw
Advanced Clo3D
Advanced AUDACES 360.

Intermediate Photoshop
Intermediate Illustrator
Intermediate Rhinoceros
Intermediate Adobe Premiere Pro
Intermediate DAZ3D

EXPERTISES

Trend research / Coolhunting;
Market analysis;
Graphic Design / Printing Design;
Collection / Product Development;
MoodBoards / ColorStories / Presentations;
Tech Pack / Technical Sheets;
3D Digital Samples / 3D Animation;

Sales analysis / Stock control;
Supply Chain Management; Negotiation /
Buying / Planning; Assortment / Pricing;
Marketing / Visual Merchandising;
Production Management;
International travels / events / fairs;
International business (Asia); Importation
Management;

REFERENCES

AVANI VIANA
Product Director /
Manager

+55 11 941812105
ava2602@hotmail.com

KAMILLE CUNHA
Product Director / Manager

+55 11 941812105
kamille@kamillecunha.com.br

ANTONIO SANCHEZ
System Manager /
Servitec Solutions

+34 637807886
asanchez@iplotting.com