



Silvia Padovan

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Fashion Product Developer with over 6 years of experience in Product Development and Buying within the luxury and fast fashion sectors.

Specialized in footwear and RTW, combining creative vision with strong technical knowledge and commercial mindset. Skilled in leading the full product lifecycle from design concept to production and market launch ensuring collections are trend-driven, brand-consistent, and commercially successful. Proven expertise in end-to-end collection management, supplier relations, and market-driven product strategies across international markets.

Experience

2025 - 2026

Product Manager - Silvia Marson (Milan, Italy)

Categories: Woman's Shoes

- Designed and developed the brand's first footwear collection, from creative ideation and sketching to prototyping and fit refinement.
- Development of the Merchandising Plan: budget definition, pricing strategy and product mix
- Product strategy development based on target, positioning and profitability
- Product industrialization in the pre-production phase
- Collection and product costing (materials, workmanship, lead times, industrial costs)
- Definition of retail and wholesale pricing with a profitability-driven approach (analysis and monitoring of sales KPIs)
- Cross-functional coordination between design, production and commercial teams
- Directed brand image and communications: photo shoots, campaigns, digital content and e-commerce on Shopify.

2024

Shoe Product Development and Collection Merchandiser - Scarosso - The Level Group, (Milan, Italy)

Categories: Woman's and Man's Shoes

- Managed seasonal footwear collections, aligning product strategy with consumer insights and market trends.
- Coordinated with design, production, and planning teams to ensure timely and high-quality product delivery.
- Conducted competitive analysis and identified growth opportunities across categories.
- Strengthened supplier relations, securing exclusive products and competitive pricing.

2023

Product Development MRTW, Marcelo Burlon County of Milan - FARFETCH, (Milan, Italy)

Categories: Jersey, Knitwear, Leatherwear and Beachwear

- Translated creative ideas into commercially viable products, managing development from design handover to pre-production.
- Oversaw fittings, ensuring technical precision and brand identity alignment.
- Coordinated prototypes, material sourcing, and fairs participation (Milano Unica, Studio Penta).

2020 - 2023

Buyer and Product Development WRTW, Tally Weijl, (Basel, Switzerland)

Categories: Woven Top, Dresses&Skirts and Outerwear

- Led product development lifecycle, from market research and briefing to commercialization.
- Negotiated prices and managed supplier relations, ensuring cost targets and quality standards.
- Analyzed sales data and provided weekly reports to optimize assortment and performance.
- Coordinated production timelines, achieving consistent on-time deliveries.

2019

Junior Shoe Product Development, MCQ - Alexander McQueen - KERING, (Novara, Italy)

Categories: Woman's Footwear

- Supported design-to-production handover, creating tech packs and managing prototypes.
- Worked closely with suppliers on development projects, ensuring quality and fit accuracy.
- Participated in fairs (Micam, Lineapelle) for material and trend research.

Internship and consultancy

2018

Shoe Product Development Assistant, Blocco 5 Footwear, (Shanghai, China)

Categories: Woman's Footwear

- Research of materials & accessories | Prototypes & samples management | Moodboards & technical sheets | Pre-production fitting | International fairs (*Micam, Linea Pelle, Première Classe, Who's Next*)

Shoe/Accessories Product Development Assistant, Fragiaco Milano, (Milan, Italy)

Categories: Woman's and Man's Footwear/Bags/SLG

- Research & sourcing | Samples & technical sheets | Pre-production fitting

Moncler Genius Event Milan Woman Fashion Week 2018 - Visual Merchandiser Assistant, Moncler, (Milan, Italy)

Capsule Collection: Pierpaolo Piccioli | Noir Kei Ninomiya | Fragment Hiroshi Fujiwara | Simone Rocha

2014-2016

Celebrities Management, Luciano Padovan, (Parabiago, Italy)

Fairs and Exhibitions : Micam and Linea pelle (Milan)

Education

2016-2017

Marangoni Institute, Master in Fashion & Luxury Brand Management (Milan, Italy)

PROJECT 1: Tiziana Fausti Boutiques | Creation and development of a Private Label

PROJECT 2: Brand Fragiaco Footwear | Creation and development of a Capsule Collection for the American market (New York)

Thesis: "Giuseppe Zanotti Design: brand analysis and development of a brand extension in the Beauty and Fragrances market"

2011-2016

Liuc Carlo Cattaneo University, (Castellanza, Italy)

Degree in Economics and Business Administration, specializing in Marketing and Consumer psychosociology

Thesis: "The eco-sustainability strategies in the fashion industry: Case study Stella McCartney"

2010

Foreign Language Hight School Piero Chiara, (Gallarate, Italy)

Computer skills and software

Microsoft Windows Office suite | *Word, Excel, PowerPoint*

Adobe suite | *Photoshop, Illustrator, InDesign*

Shopify e-commerce platform

Stealth400 and PLM Software

UAL: Central Saint Martins College of Art and Design:

Introduction to Clo3D and 3D Fashion Design Online Course

Languages

Italian Mother tongue

English Fluency in both written and spoken skills | TOEIC, 2015

Spanish Fluency in both written and spoken skills

French Good in both written and spoken skills | DELF, 2010

Interests and hobbies

Interests | traveling, music, cinema, arts, fashion and design.

Sports | ski, snorkeling, SUP, aerial hoop, wakesurfing and artistic gymnastics (competitive level 2000-2005).