

# SILVIA FAVILLA

## Designer

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Date of birth 09.18.1976 - Nationality: Italian



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## BACKGROUND

**Over 19 years of experience in the luxury fashion industry; strong understanding of upcoming trends, new materials and innovative hardware; strong sense of color combination and details. Passionate, efficient and continuously looking for innovative design concepts. Strong experience in coordinating international partners such as suppliers in China and India.**

## LANGUAGES

ITALIAN: Mother language  
ENGLISH: Fluent

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## WORK EXPERIENCE

### MALO SPA

Since April 2019

#### Head of Accessories Design and Product development – Malo accessories division.

- Design new concepts for women and men bags, shoes, slgs, belts, hats, gloves scarves, home decoration, coordinated with the knitwear and RTW division.
- Research of raw materials such as fabrics and leather. Design & development of new hardware, components and different handcrafted and industrial techniques such as embroidery or croche'.
- Monitoring and coordinating all the product development steps with the suppliers paper pattern makers and the technical departments.
- Evaluating strategies to renovate the product according to new trends, the market needs, costing target and the final production process.

### PRADA SPA

September 2015 - April 2019

#### Design and Product development – Prada Women's Handbags

- Design new concepts for women handbags, coordinated with the RTW and shoes division.
- Design & development of new hardware, components and different handcrafted and industrial techniques.
- Monitoring and coordinating all the product development steps with the company's paper pattern makers and the technical departments.
- Evaluating strategies to renovate the product according to new trends, the market needs, costing target and the final production process.

### SALVATORE FERRAGAMO

November 2005 - May 2015

#### Design and Product development – Women's Leather goods

- Monitoring worldwide fashion and social trends traveling to the main cities and point of sales
- Conducting concept presentations (sketches & mood boards) and prototype reviews with the company Management & Merchandising coordinators.
- Researching, selecting and following up the development of new materials and finishes.
- Design new concepts for women leather goods (handbags, SLGs, and belts), coordinated with the RTW and shoe divisions.
- Design & development of new hardware and accessories with Italian suppliers.
- Monitoring and coordinating all the product development steps with the company's paper pattern makers and the production units.

- Evaluating strategies to renovate the product according to new trends, the market needs, and the final production process.

### **TOMMY HILFIGER Europe**

**November 2003 - November 2005**

#### **Designer and product development**

- Design collections for Men and Women's Leather goods division.
- Researching, selecting and developing new materials and finishes in Europe and in the Far East.
- Design new concepts of ladies & men leather goods for Tommy Hilfiger Europe.
- Design, development and engineering of new hardware and accessories in co-operation with European and the Far East suppliers.
- Monitoring and coordinating all the product development steps with the production units in China.

### **MANDARINA DUCK**

**January 2001 – November 2003**

#### **Designer - Handbags, eyewear, timepieces**

- Design, development and engineering of new hardware and accessories in co-operation with European and Far east suppliers.
- Research and development of new materials.
- Design new timepieces with Seiko for Mandarinina Duck.
- Designing new sunglasses and frames with Visibilia for Mandarinina Duck brand

## **EDUCATION AND TRAINING**

### **MCAD Minneapolis College of Art and Design, United States**

**2000 – 2001**

*MCAD is an intensive educational experience for students seeking the opportunity to acquire advanced communication, art and design skills in a structured, academic program.*

*Certificate of Commendation for the courses attended during S/S 2000 for the following subjects: Film/video, photography, interactive multi media, motion graphics, problem solving.*

### **ISIA Istituto Superiore per le Industrie Artistiche, Florence**

**1996 – 2000**

#### **Degree in Industrial/Product Design 110 & LODES.**

Research Scholarship for final Dissertation Research on DESIGN & LOCAL IDENTITY for the innovation of traditional leather goods in Tuscany

*ISIA is a State School at University level which aims at education in the field of Industrial Design.*

*The teaching approach is based on experimental methods and consists in a four-year course.*

*As a Student at ISIA I have received educational courses by some of the most prominent personalities of the International Design Industry such as: Andries Van Onck, Isao Hosoe, Paolo Deganello, Francois Burkhardt, Enzo Mari and Denis Santachiara.*

## **TECHNICAL SKILLS**

Good knowledge of Macintosh and Windows platforms and Photoshop, Illustrator, etc.

Strong knowledge of materials and production techniques of the fashion accessories, great sense of form, texture, color and details.