SILVIA FAVILLA
studio

ACCESSORIES AND LEATHER GOODS DESIGNER

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BACKGROUND

Over 24 years of experience in the luxury fashion industry, strong understanding of upcoming trends, new materials and innovative hardware, strong sense of colour combination and details. Passionate, efficient and continuously looking for innovative design concepts. Strong experience in coordinating international partners such as suppliers and clients.

WORK EXPERIENCE

SINCE 2019

FREELANCE

Accessories design and product development — men, women, home collections

- Design new concepts for women's and men's bags, SLGs, belts, hats, gloves, scarves, beachwear, home collections and eyewear, in line with the client's needs in terms of style and price point
- Research of raw materials such as fabrics and leather; design and development of new hardware, components and handcrafted techniques such as embroidery, knitting and crochet
- Monitoring and coordinating all product development steps with the suppliers
- Evaluating strategies to renew the product according to new trends, market needs, costing targets and the final production process

APRIL 2019 – FEBRUARY 2024

MALO

Head of Accessories Design and Product Development — accessories division

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

SEPTEMBER 2015 – APRIL 2019

PRADA

Design and Product Development — women's handbags

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

NOVEMBER 2005 – MAY 2015

SALVATORE FERRAGAMO

Design and Product Development — women's leather goods

- Monitoring worldwide fashion and social trends, travelling to the main cities and points of sale
- Conducting concept presentations (sketches and mood boards) and prototype reviews with the company management and merchandising coordinators
- Researching, selecting and following up the development of new materials and finishes
- Design new concepts for women's leather goods (handbags, SLGs and belts), coordinated with the RTW and shoe divisions
- Design and development of new hardware and accessories with Italian suppliers
- Monitoring and coordinating all product development steps with the company's paper pattern makers and production units
- Evaluating strategies to renew the product according to new trends, market needs, costing targets and the final production process

NOVEMBER 2003 – NOVEMBER 2005

TOMMY HILFIGER EUROPE

Designer and product development

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

JANUARY 2001 – NOVEMBER 2003

MANDARINA DUCK

Designer — handbags, eyewear, timepieces

- Design, development and engineering of new hardware and accessories with European and Far East suppliers
- Research and development of new materials
- Design of new timepieces with Seiko for Mandarina Duck
- Design of new sunglasses and frames with Visibilia for the Mandarina Duck brand

EDUCATION AND TRAINING

2000 – 2001

MCAD MINNEAPOLIS COLLEGE OF ART AND DESIGN, UNITED STATES

An intensive programme to acquire advanced communication, art and design skills within a structured academic course. Certificate of Commendation for the courses attended in S/S 2000: film/video, photography, interactive multimedia, motion graphics, problem solving.

1996 – 2000

ISIA ISTITUTO SUPERIORE PER LE INDUSTRIE ARTISTICHE, FLORENCE

Degree in Industrial / Product Design, 110 cum laude. Research scholarship for the dissertation "Design & Local Identity" on the innovation of traditional leather goods in Tuscany. ISIA is a state school at university level for industrial design, with an experimental four-year course. Teachers included Andries Van Onck, Isao Hosoe, Paolo Deganello, François Burkhardt, Enzo Mari and Denis Santachiara.

TECHNICAL SKILLS

- Good knowledge of graphic software: Photoshop, Illustrator and others.
- Freehand drawing, to fix the idea and to present the project to the client in a personal, warm and unique way.
- Strong knowledge of materials and production techniques of the fashion accessories industry, hardware design, great sense of form, texture, proportion, colour and details.

LANGUAGES

Italian — mother tongue
English — fluent

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