

MILENA GARCEZ

FASHION DESIGNER



11106 New York, NY.



<https://www.linkedin.com/in/milenagarcez/>



milenagarcez@gmail.com



(914) 356 7151



@mi_garcez



<https://milenagarcez8.wixsite.com/migarcez>

Fashion Industry specialist with 12+ years of Fashion Design, and Trend Forecasting experience creating and developing commercial collections, collections for runway shows, fashion weeks, and costumes. Solid experience managing the design process from conception through final styling, as well as coordinating production and overseeing costs and budgeting. Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook) and Adobe Illustrator. Fluent in Portuguese and English. Basic Italian

EDUCATION

- Fashion Businesses Essentials- Parsons - 2022
- Certificate in Brand Management Experience – Fashion Institute of Technology – New York, NY 2018
- Master's degree in Strategic Management of Fashion – Fundação Armando Álvares Penteado – Brazil 2013
- Bachelor's degree in Fashion Design – University of Sao Paulo – Brazil 2010

EXPERIENCE

Orange.152 – Brazil & USA – Fashion Trend Researcher

06/2020 – Present

- Lead a global team of fashion researchers and designers from Brazil, USA, Italy, and France, anticipating the future needs of consumers, developing creative concepts, and helping clients' brands adapt to shifts in the market.
- Present pitches to brands in Brazil (Renner, C&A, Avalon, Bibi Kids Shoes, Gep, Metalburgo, and Panvel) based on research of clothes, shoes, trims, metals, decoration, and cosmetics.
- Research customer behavior, provide trend reports to clients, and uncover key motivations, aspirations, and challenges along the customer journey.

Chelsea & Walker – New York, NY – Creative Director Assistant

09/2018 – 04/2020

- Conducted trends research, developed drawings using Adobe Illustrator, prepared clothes for fashion shows, and planned looks, reporting directly with the director.
- Made all combinations, including clothes, shoes, and accessories, for the photoshoots for e-commerce and social media.
- Worked directly with the fashion team and the creative department, assisting with developing and producing collections.
- Produced fashion pieces and looks and worked at fashion shows, such as New York Fashion Week (NYFW) and Coterie Market, providing customer service to clients in the showrooms.
- Worked with the executive team and other creative leaders to set project deadlines and content goals.

Inside the Wild Heart – New York, NY – Fashion Designer Freelancer

08/2018 – 09/2018

- Assisted with the creation of 62 different looks involving 120 pieces of clothes for 31 actors by searching for pieces in thrift stores, putting together the looks, and altering the clothes to fit each actor.

Mundo Lolita – Brazil – Fashion Coordinator

12/2015 – 04/2018.

- Reported to the owner and the director, managing the creative and technical development of women's fashion products, and supervising 3 direct reports.
- Designed women's fashion collections and trained salespeople on new collections to drive sales, contributing to the increase of annual revenue from \$1,000,000 to \$6,000,000.
- Developed 500 models per collection, participated in photo shoots, created the methodology for technical sheets, responsible to bring in better suppliers.
- Coordinated the design process from concept through to final styling, researching seasonal trends, themes, colors, raw materials, and styling.
- Partnered with all teams on creating overall seasonal concepts and big ideas, supporting, and motivating.

Restoque – Brazil – Fashion Designer

06/2015 – 12/2015

- Designed pieces for Bo.Bô's knitwear line, assisting fabric suppliers, selecting fabrics, creating techpacks, and participating in meetings to develop themes for the collections with the whole creative team.

GEP Group – Brazil – Fashion Designer

08/2012 – 06/2015

- Product Developer 3 different lines knitwear, Wovens and Accessories collections and worked with suppliers from China, India, Bangladesh, and Turkey, among others.