Milena Garcez

Fashion Designer • Trend Forecaster

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Education

Fashion Business Essentials
Parsons - 2022

Master's in Strategic Management of Fashion
Fundacao Armando Alveres Penteado, Brazil
2010 - 2013

Bachelor's in Fashion Design
University of Sao Paulo, Brazil
2006 - 2010

Certifications

Certificate in Brand Management Experience
Fashion Institute of Technology
New York City - 2018

Languages

Portuguese (fluent)
English (fluent)
Italian (basic)

Tools & Applications

Adobe Illustrator
Procreate
PLM
Powerpoint

About Me

I am a seasoned fashion industry professional with over 12 years of expertise in design and trend forecasting. I have honed my skills in creating captivating collections that encompass a wide range of areas, including commercial fashion, runway shows, fashion weeks, and costume design.

As a leader in the field, I've successfully guided teams through the entire design process, from initial conception to the final styling stage. With a keen eye for detail and a deep understanding of market demands, I have consistently delivered innovative and trend-setting designs world-wide.

Experience

Orange .152 | *Director of Trend Forecasting*
June 2020 - Present - New York, NY & Sao Paulo, Brazil

- Lead a global team of fashion researchers and designers in Brazil, USA, Italy, France and Spain.
- Anticipated the future needs of consumers by developing concepts and helping brands adapt to market needs.
- Presented strategic plans to brands in Brazil (Renner,Vicunha, C&A, Bibi Kids Shoes, Metalburgo and Panvel).
- Conducted consumer behavior research that uncovered key motivations, aspirations and challenges throughout a customer journey.

Chelsea & Walker | *Assistant Creative Director*
September 2018 - April 2020 - New York, NY

- Lead trend research for upcoming fashion shows.
- Preplanned and executed styles for NY fashion weeks.
- Developed drawings from the research to help guide new styles.
- Lead the styling of photo shoots for e-commerce and social.
- Worked directly with internal teams to help assist with developing, producing and setting up project timelines and content goals for upcoming collections.

Inside the Wild Heart | *Freelance Fashion Stylist*
August 2018 - September 2018 - New York, NY

- Help defined 62 different looks involving 120 pieces of clothing for 31 actors.
- Resourced sustainable-only clothing using second hand stores.
- Researched, styled and altered the clothing to fit each actor/actress.

Mundo Lolita | *Fashion Coordinator*
September 2015 - April 2018 - Santa Catarina, Brazil

- Managed the creative and technical development of Mundo Lolita's women fashion lines.
- Lead a team of 5 direct reports.
- Trained salespeople on new collections to drive sales that contributed to an increase in annual revenue from $1 million to $6 million.
- Developed 500 models per collection, participated in photo shoots, created the methodology for the whole product development process, responsible to bring in better suppliers.
- Coordinated the design process from concept through 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 | *Senior Product Developer*
June 2015 - December 2015 - Sao Paulo, Brazil

- Lead all designs for Bo. Bo's knitwear line.
- Oversaw and managed the product development process through concept to delivery.
- Curated themes for collections by selecting fabrics, creating tech packs and styling models.

GEP Group | *Product Developer*
August 2012 - June 2015 - Sao Paulo, Brazil

- Developed 3 different lines of knitwear, wovens and accessories collections.
- Worked with suppliers from China, India and Peru.
- Designs for each line led monthly top selling sales.