

# MARCO GIUGLIANO

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## CREATIVE / DESIGN DIRECTOR – WOMENSWEAR RTW

### PROFESSIONAL PROFILE

Creative Director and Womenswear RTW Designer with over fifteen years of experience in collection development and brand creative identity across luxury and contemporary fashion. Proven ability to translate research, concept and seasonal narratives into collections aligned with brand DNA and market positioning, with full responsibility over the entire creative process from concept to final presentation.

Co-founder of Marcobologna, advanced contemporary womenswear RTW brand, with creative direction, collection development and visual identity, including the direction of shows, lookbooks and campaigns. The brand received the Who Is On Next? award by Vogue Italia and AltaRoma in 2012 and the Tao Award in 2021.

Collaborations with luxury and contemporary brands across Milan, London and New York within design consultancy, contributing to creative direction, silhouette development and the construction of seasonal narratives.

Strong component in styling and image-making, developed as a natural extension of the design practice and creative direction.

Multidisciplinary approach integrating fashion image construction, photography direction and visual storytelling as central tools in defining brand identity and translating collections into contemporary visual communication.

Photography Diploma currently in progress at IED Milano. Certification in AI for Fashion Design obtained at Polimoda, with active application of AI tools to concept development and visual research within the creative process.

### CORE SKILLS

Collection Creative Direction

Womenswear RTW Collection Development

Concept Creation & Seasonal Narrative Development

Silhouette & Volume Development

Fabric Research & Material Development

Prototype Development & Fitting Supervision

Lookbook & Capsule Collection Development

Creative Team Leadership

### TECHNICAL SKILLS

Adobe Photoshop

Adobe Illustrator

Procreate

Adobe Firefly

AI Design Tools

Mac OS

Microsoft Office

### PROFESSIONAL EXPERIENCE

#### **Design Director – Womenswear RTW**

Contemporary Womenswear Brand | Freelance, Milan | Mar 2022 – Apr 2025

- Led the creative direction and development of seasonal womenswear RTW collections
- Conceived and led the development of the "Lab" advanced contemporary capsule collection
- Defined collection concepts, silhouettes and seasonal narratives aligned with brand identity
- Oversaw the design process from research and moodboards to prototype development and final fittings
- Directed lookbooks, campaign imagery and visual storytelling
- Collaborated with product development, merchandising and marketing teams
- Mentored and coordinated the design team throughout the collection development process

#### **Co-Founder & Creative Director – Womenswear RTW**

Marcobologna (Advanced Contemporary Fashion Brand) | Milan | Sep 2011 – Feb 2023

- Co-founded the fashion brand and defined its creative vision and aesthetic identity
- Led the development of seasonal womenswear RTW collections from concept to final presentation
- Developed collection concepts, silhouettes and visual storytelling aligned with the brand positioning
- Directed lookbooks, runway shows, presentations and brand imagery
- Coordinated design development and collaborated with product and production teams
- Winner of the "Who Is On Next?" international fashion competition promoted by Vogue Italia (2012)

#### **Head Fashion Design Consultant – Womenswear RTW**

John Richmond (Luxury Fashion Brand) | Freelance, Milan – London | Mar 2018 – Feb 2022

- Contributed to the creative development of womenswear RTW collections
- Developed concepts, silhouettes and key looks aligned with brand identity
- Oversaw the design process from research and moodboards to prototype development and final fittings

- Collaborated with design and product development teams throughout the collection process
- Supported research, fabric selection and collection storytelling

#### **Head Fashion Design Consultant – Womenswear RTW**

Contemporary Womenswear Brand | Freelance, Milan | Mar 2017 – Feb 2022

- Contributed to the creative development of womenswear RTW collections
- Developed collection concepts, silhouettes and key looks aligned with brand identity
- Oversaw the design process from research and moodboards to prototype development and final fittings
- Collaborated with product development teams throughout the collection process
- Supported research, fabric selection and collection storytelling

#### **Senior Fashion Design Consultant – Menswear & Womenswear RTW**

Black Fleece by Brooks Brothers (Luxury Heritage Brand) | Freelance, Milan – New York | Sep 2011 – Oct 2012

- Contributed to the development of menswear and womenswear RTW collections
- Supported concept development, silhouette design and fabric research
- Collaborated with the design team throughout the collection development process

#### **Fashion Designer – Womenswear RTW**

Versace Collection (Luxury Fashion Brand) | Design Team, Milan | Sep 2009 – Mar 2011

- Contributed to the development of seasonal womenswear RTW collections
- Developed sketches and supported design research and fabric development
- Collaborated with the design team during prototype development and fittings

#### **Junior Fashion Designer – Womenswear RTW**

Dolce & Gabbana (Luxury Fashion Brand) | Design Team, Milan | Sep 2008 – Jun 2009

- Contributed to the development of womenswear RTW collections
- Supported research, sketch development and fabric sourcing

#### **Assistant Fashion Designer – Womenswear RTW**

Valentino (Luxury Fashion Brand) | Design Team, Milan | Feb 2008 – May 2008

- Assisted in the development of womenswear RTW collections
- Supported design research, sketch preparation and fabric sourcing

#### **Assistant Fashion Designer – Womenswear RTW**

Francesco Scognamiglio (Luxury Fashion Brand) | Design Team, Milan | Mar 2007 – Jun 2007

- Assisted in the development of womenswear RTW collections
- Supported design research, sketch preparation and fabric sourcing

### **AWARDS**

#### **• Who Is On Next?**

Winner of the international fashion talent competition promoted by Vogue Italia and AltaRoma | 2012  
Award received with the Marcobologna brand

#### **• Tao Award**

Marcobologna brand awarded during the TaoModa Awards Ceremony | 2021

### **EDUCATION**

#### **Photography Diploma**

IED – Istituto Europeo di Design | Milan | Oct 2025 – Present

#### **Certificate in AI for Fashion Design**

Polimoda | Online Course | Apr 2025 – May 2025

#### **Fashion Design Degree**

Istituto Marangoni | Milan | Sep 2004 – Jun 2008

#### **Art & Design Diploma**

Liceo Artistico G. Manzù | Campobasso | Sep 1999 – Jun 2004

### **LANGUAGES**

Italian – Native

English – Professional

### **INTERESTS**

Art, Graphic Design, Interior Design, Photography, Cinema, Fitness, Travel