

## Juliana Daltin

Date of Birth: 16/09/1978 - Italian and Brazilian citizenship  
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### EDUCATION

09.2002 – 06.2003	ISTITUTO MARANGONI FASHION SCHOOL – Masters in Brand Management (Milan - Italy)
01.1998 – 12.2001	FASM - FACOLTÀ SANTA MARCELLINA – University in Fashion Design (San Paolo - Brazil)
01.1997 – 12.1997	UNIRP - CENTRO UNIVERSITÁRIO DE RIO PRETO – Fine Arts (S.J.Rio Preto - Brazil)
10.1996 – 12.1997	MODA E CIA ESCOLA DE CORTE E COSTURA – Clothing tailoring school (S.J.Rio Preto - Brazil)
01.1996 – 09.1997	UNA - CENTRO UNIVERSITÁRIO UNA – Business Administration (Belo Horizonte - Brazil)
02.1992 – 12.1994	ESCOLA DE MODA GENI BRAGA – Clothing tailoring school (Catanduva - Brazil)

Resident in Milan since 2002, I have worked for different companies in the TEXTILE field, FASHION, and HOME, mainly in the product and marketing offices.

MY DESIGN PROJECTS HAVE BEEN UTILIZED BY MANY INTERNATIONAL BRANDS INCLUDING:

Crate & Barrel, Ethan Allen, John Lewis, Frette, Restoration Hardware, Zara Home, Frontgate, Kenzo, Pucci, Louis Vuitton, Hugo Boss, Armani, La Perla, Calzedonia, Etro, Nina Ricci, Altea, Duchamp, Larusmiani, Calvin Klein, Polo Ralph Lauren, Soktas, Procter & Gamble (Pantene e Herbal Essences), Wella , Boots Laboratories, Trousseau - Brazil, Plaza Hotel New York, Four Seasons Hotels, Hotel La Scalinatella Capri, Hotel Le Meridien Dubai, Hotel Victor Miami, Silversea Cruise, The Peninsula Hotels, Hotel Ritz Carlton, Hotel Sangri-la, etc.

### MAIN WORK EXPERIENCE IN BRAZIL (1997 to 2002)

Company: **INDÚSTRIAS TÊXTEIS SUECO LTDA (Guarulhos / San Paulo - BRAZIL) - [www.suecotextil.com.br](http://www.suecotextil.com.br)** - fabrics manufacturer

Period: from 09/1999 to 01/2002

Role: **Head of Product Development and Marketing**

- Coordination of research and collection development.
- Creation of repeated textile designs (jacquard and printed)
- Design of technical specifications, forms, documentation for internal quality control and communication with other offices / departments.
- Cost-benefit research and evaluation for the purchase of new machinery, yarns, and different materials.
- Plan material for customer collection presentation.
- Conduct training courses for representatives, staff, and company-owned stores.
- Presentation for the launch of new products / collections to key customers (20% of the customers responsible for 80% of sales).
- Commercial and technical customer support to develop articles / exclusive designs.
- Team management.

### OTHER WORK EXPERIENCE IN BRAZIL

- TRICOTIME (San Paolo) - Knitting (woven tricot) and Women's Collection.

Stylist: Development of technical specifications, fabrics, designs, modelling, clothing, search for yarns and their applications.

- AFER (San Paolo) - Women's Collection.

Sales and customer service for tailor - made clothes on request.

- FAMILY SOCKS (San Paolo) – Socks manufacturer.

Design consultancy: Developed designs for socks already configured for machinery, product layout and presentation of the same.

- BAUEBS UNIFORMES DIFERENCIADOS PROFISSIONAIS (S.J.Rio Preto) – Uniforms and Clothing manufacturer.  
Stage: Developed designs and paper-model for UNIFORMS - professional clothes and for women's clothing

#### CLIENTS & WORK EXPERIENCE IN ITALY (2002 to present):

Company: **Tessitura Serica E. BOSELLI & C S.p.A. (CO - Italy)** – [www.boselli.it](http://www.boselli.it) - fabrics manufacturer for home, underwear, and beachwear.

Period: from 06/2002 to 02/2003 and from 09/2008 to 06/2009

Role: **Consultant for the Office Product / Style**

- Research and development of fabrics, repeated textile designs, prints, and color cards (for rotary printing/cylinder and digital prints)
- Creation of technical specifications for Jacquard and Printed Fabrics.

Company: **GRITTI S.p.A. (Grassobbio - BG – Italy)** – [www.grittigroup.com](http://www.grittigroup.com) - Fashion Accessories

Period: from 09/2003 to 04/2004

Role: **Stylistic consultant for the development of new products (diversification)**

- Researched the requests / offers of the market by visiting fairs, shops, and exhibitions.
- Created new artistic or technical designs for layouts and sampling materials.
- Revision of the collections and their presentation.
- Internal support for the sales department for the creation of attractive offers for targeted customers, including important names in fashion (HUGO BOSS, ESCADA, GUCCI, etc.).
- Study of new uses for the left over stock.

Company: **MANTERO SETA S.p.A. (Como – Italy)** – [www.mantero.com](http://www.mantero.com) - fabrics and finished product manufacturer

Period: from 04/2004 to 07/2005 as an employee.

Role: **Product Manager – Women's Collection**

- Research, development and marketing of products with main focus on clothing and accessories for women.
- Statistical analysis of sales for the definition of new products to create.
- Study of new uses for the left over stock.
- Implementation of technical and management PMaster.
- Product pricing.
- Management of suppliers that produce in Italy and abroad.
- Worked in collaboration with a team of colleagues and trainees from different countries.

Company: **Punto Como s.r.l. (Como – Italy)** – [www.puntocomo.com](http://www.puntocomo.com) - (men's fabrics and textile accessories: printed and jacquard)

Period: from 07/2010 to 10/2013

Role: **Product Consulting and Accessories Design Manager**

- Research and development of designs and products with main focus on fabrics and accessories for men's collections destined for various brands: ETRO, KENZO, PUCCI, NINA RICCI, ALTEA, LARUSMIANI, GIERRE, EREDI CHIARINI, DUCHAMP, etc.
- Development of different types of designs: ALLOVER (repeated allover prints, patterns, already color separations for printer machine) and placement prints, using different techniques, textures, and themes, made for digital printing and for square printing or cylinders.
- Layout for Sampling and Planning for presentation of the collection to customers.
- Collaboration with a team.

Company: **FORMA srl (Monza – Italy) – [www.formamilano.com](http://www.formamilano.com)** - Italian Textile Industry specialized in the production of natural textiles, especially linen for household linen, textile accessories, and clothing.

Period: from 09/2003 to 04/2004 and from 11/2013 to 09/2016

Role: **Consultant for the Office Product / Style**

- Development of the themes, inspiration moodboards, color palettes, and colorways
- Yarn selections, construction of designs and technical specifications for fabrics: plain, jacquard, dyed yarn, and printed.
- Research and development of fabrics for home linen, scarves, and clothing with the respective technical product data sheet
- Development of final products such as: Beach Towels, Plaids, Home Linen (bed, table, bathroom), Scarves
- Layout for Sampling and Planning for presentation of the collection to customers (ETRO, ARMANI, LA BOTTEGA, IVANO REDAELLI, etc).
- Creation and development of the product catalogues and website [www.formamilano.com](http://www.formamilano.com)

Company: **MASCIONI S.p.A. (Cuvio - VA – Italy) – [www.mascioni.com](http://www.mascioni.com)** - Textiles and Finished Goods for home and hotel collections

Period: from 07/2005 to 01/2007 as an *employee* and after from 03/2008 to 12/2018 as *Consultant*.

Role: **Designer & Product Development**

- Creation of products for targeted customers, including major hotel chains and different brands internationally (Restoration Hardware, Crate&Barrel, Ethan Allen-USA, John Lewis-London, Zara -Spagna, Hotel Plaza -NewYork, Hotel Four Seasons, Hotel La Scalinatella –Capri, Hotel Le Meridien –Dubai, Hotel Victor –Miami, Crociera Silversia, The Peninsula Hotels, Hotels Sangri-la, Hotel Ritz Carlton, etc.)
- Development of various designs with the use of graphics programs and materials for the presentation of the fabrics, prints, jacquards, colors, and home linen collections to staff and customers: bed linen, tables, bath, and preparations for the hotel / spa / boat - cruises and home textiles collections.
- Realization of technical product sheets for domestic production and / or externally.
- Custom Designs for "Private Label" projects.

**OCCASIONAL CUSTOMERS and OTHER WORK EXPERIENCE AS FREELANCE:**

**JAEGER (London – UK)** - Fashion Brand Menswear and Women's  
Development of prints and colorways for scarves collection.

**MORARJEE TEXTILES LTD (Mumbai - India)** - Textile Industry  
Collection development of drawings, repeated prints, and color variants for shirts and clothing fabrics.

**GIUMATES snc (Gallarate - VA – Italy)** - Textiles Consulting Company for Men's Shirting  
Development of the themes, color palettes, and colorways. Planning and layout presentation of the sample collection.

**ERREBICASA srl (Paterno D'Adda – Italy)** - Home Linen Company (Bed, Table, and Bath)  
Consultant for the Office Product / Style in research and development of Home Linen Products (Bed, Table, and Bath)

**MARINAC srl (Milan – Italy)** - Home Linen Company (Bed, Table, and Bath)  
Consultant for the Office Product / Style in research and development of Home Linen Products (Bed, Table, and Bath) and implantation of new organizational systems for production management.

**On Point PR srl (Milan – Italy)** – Public Relations Company  
Development of Exclusive Gadgets and custom design products / gifts to give to journalists during Press Releases and Events for the launch of new products for WELLA, BOOTS LABORATORIES, PANTENE and HERBAL ESSENCES (Procter & Gamble).  
Project management: prototype, packaging, and production.

**MENONOVE S.A. "-9 GELATO ITALIANO" (Lugano and Stabio – Switzerland)** – Ice Cream Shops, Cafés, and Wine Lounge  
Packaging development (delivery container products, gift box) and graphics (menu, taste tags, banners and postcards for promotional events, business cards, letterhead, promocard, etc.).  
Research buyer of objects and management of supplier products (furniture parts, cups, napkins, cutlery, plates, glasses, gadgets, stickers, posters, ribbons, various packaging, etc.) and services (printed materials, advertising, press release folder, etc.).  
Presentation proposals for "visuals" of serving dishes / happy hour, etc.  
Design and development of staff uniform.

**CALVIN KLEIN EUROPE srl (Milan - Italy) - Fashion Brand**

Women's Sales and Fashion Show Assistant

Organization of the goods for product lines (market segment / price), code, design, and fabric.

Preparing the form with: product design, price list, and products to show for every customer.

Sales support.

**COMPUTER SKILLS**

Excellent knowledge of graphic programs (such as Photoshop, illustrator, Corel Draw, etc.), Textile CADs (such as Inedit, SmartColor, Aleph, ColorBlend, WinJulie), Windows and Office (Word, Excel, Power Point).

**OTHER SKILLS**

- CHAIN TEXTILE SKILLS: knowledge of fibers, yarns, fabrics, knits, socks, textile textures and their uses.
- EXCELLENT KNOWLEDGE OF TEXTILE PRINTING SYSTEMS (traditional methods and digital)
- KNOWLEDGE OF VARIUS RAW MATERIALS FOR LEATHER GOODS, BUTTONS AND SMALL METALS PIECES.
- CLOTHING SKILLS: Development of paper-model, cutting, and sewing for the manufacture of women's clothing.
- PARTICIPATION IN FASHION, TEXTILE AND HOME FAIRS: PremièreVision - Paris, ComoCrea - Como, ProposteFair - Como, Maison&Objet – Paris, MilanoUnica – Milan, Abitare il tempo – Verona, Salone del Mobile - Milan, LineaPelle, Bread&Butter, Pitti – Milan and Firenze, White – Milan, Formex - Stocolma, Heimtextil - Frankfurt, etc.
- HOBBIES: sewing clothes and textile objects for daily use, also through the reuse / recycling of materials, paint by experimenting with different techniques, swimming, biking, meditation, making and creating...

**LANGUAGES**

**Portuguese:** Native language

**Italian:** Excellent

**English:** Very Good

**Spanish:** Good Comprehension