

GMT

Giovanna Marçallo Thereza



GIOVANNA MARÇALLO THEREZA

Digital Fashion Designer
Product Manager

SUMMARY

Fashion-industry-professional with large experience as Product Manager and Fashion Designer. Skillful on leading processes of product development and strategy.

Trend research and market analysis skills, knowledge about fashion products production and fabrics. Elaboration of briefings and management of the design team and suppliers. Capable of translating the top fashion and hottest new trends to the high street fashion collections.

Digital Fashion Designer curious and open to learn new tools and softwares to improve skills and results. Capable to develop digital clothes, patterns and animations for the industry and also for social media content. Currently working on skills for metaverse and NFTs designs.

"I believe that fashion and technology together will build the future of the retail and fashion industry. I want to be part of this change and help companies to continue their business following the newest trends in the market and standing out for causes that will make difference in the world."

Ambitious, hardworking, Curious and Communicative!

ACADEMIC BACKGROUND

July /2022 · METAVVERSE / FASHION AND LUXURY / AND Academy - Online

July /2021 · DIGITAL FASHION 101 / Parsons and The Digital Fashion Group Academy - Online

July/2020 · Digital Fashion CLO3D Advanced / La Tecnocreativa – Barcelona, Spain

Mar/2020 · Clothes and Fabrics Creation in Clo3D / UDEMY (online) - Barcelona, Spain

April/2019-April/2020 · Master in Fashion and Design Management / ESDI Barcelona, Spain

Jan/2019-April/2019 · Postgraduation in Design for Innovation Strategy / IED Barcelona, Spain

Set/2017-Sep/2017 · New York Fashion Tour/FIT – Fashion Institute of Technology – NY, USA

Mar/2016-Oct/2017 · Postgraduation in Fashion Marketing / IED São Paulo, Brazil

May/2016-Jul/2016 · Textile Product and Manufacturing Technology / SENAI – SP, Brazil

Feb/2009-Dec/2019 · Technical Course Fashion Clothing and Production / SENAI – PR, Brazil

Feb/2005-Dec/2008 · Degree in Product Design / Positivo University – Curitiba, Brazil

MAIN PROJECTS

SOMNIUM FASHION WEEK 2022

- Avatar and Cloth Design and Optimization, Digital Fashion Show in the Somnium Metaverse.
- Currently working with a team of designers for developing a Digital Gallery and Marketplace.

ZERO10.APP - OPEN CALL DIGITAL COMPETITION

LINK: Fantastic 3D Fashion by Giovanna Marçallo Thereza

<https://opencall.zero10.app/participants/aby-suit/> ——— <https://en.fantastic-studiofashion.com/nfts>

Available on the APP for try it on AR.

Aug / 2022 - now

NEO MARCHE - FANTASTIC 3D FASHION COLLECTION

LINK: Giovanna Marçallo Thereza - Fantastic 3D Fashion

<https://neomarche.co.uk/product-category/designers/fantastic-3d-fashion/>

Aug / 2022 - now

DRESSX - FANTASTIC SEA LOVER DIGITAL COLLECTION

LINK: Giovanna Marçallo Thereza - Fantastic 3D Fashion

<https://dressx.com/collections/vendors?q=Giovanna%20Mar%C3%A7allo%20Thereza%20-%20Fantastic%203D%20Fashion>

April / 2022 - now

CONTACT

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SPAIN

Spanish Work Permit
Italian Passport

SOCIAL



Fantastic_studio_fashion
Fantastic_3D_fashion



Giovanna Marçallo Thereza



www.en.fantastic-studiofashion.com
www.en.fantastic-studiofashion.com/portfolio



www.behance.net/giovannathereza



Giovanna - Fantastic 3D Fashion
#5786



FANTASTIC3D

PROFESSIONAL EXPERIENCES

FREELANCER · FANTASTIC STUDIO OF FASHION – BARCELONA – SPAIN

JAN 2019 - NOW

Trend Researcher & 3D Fashion Designer

Trend researcher focused on fast-fashion companies and brands in Brazil. According to the client's profile and strategy, reports are prepared with insights into product and retail behaviors and trends, promoting bets for the next season. Development of books with the most recent European trends, translating into commercial products and assertive collections. Specialist in fashion product research, store architecture / VM and market innovation.

3D Fashion Designer aiming to introduce 3D technology in the fashion industry. Collaborating with Industry 4.0 with cost reduction in sample production and more agility in approvals helping the environment! Elaboration of high-quality 3D presentations and tech packs for industry and brands to validate their ideas virtually.

Currently developing Collections using 3D tools for brand in Dubai and working directly with major retail brands in Brazil on Trend Research projects for fashion products and retail innovations.

LOJAS TORRA – SÃO PAULO – BRAZIL

MAY 2014 - DEC 2018

Retail Company ~ 70 stores ~ 5.000 employees

Product Manager – Women's Collection · Sportwear · Beachwear

LOJAS COPPEL – PARANÁ – BRAZIL

MAR 2013 - MAY 2014

Mexican department store | ~ 1.200 stores in Mexico (20 stores in Brazil) | +10.000 employees

Product Manager – Lingerie · Sportwear · Beachwear

PÁTIO BATEL – PARANÁ – BRAZIL

MAR 2013 - NOV 2013

Luxury Shopping Mall | ~ 200 stores | ~ 800 employees

Winner of the Patio Batel's Contest - CROQUI

Fashion Designer of the Uniforms Collection

Marketing and Product Department

MAKENJI – SANTA CATARINA – BRAZIL

DEC 2011 - MAR 2013

Male and Female Fashion Brand | ~ 22 stores | ~ 1.000 employees

Fashion Designer and Buyer Woman Knitwear Department

SKILLS

Advanced English
Advanced Spanish
Native Portuguese.

Advanced Office Suite
Advanced Corel Draw
Advanced Clo3D
Advanced AUDACES 360.

Intermediate Photoshop
Intermediate Illustrator
Intermediate Rhinoceros
Intermediate Adobe Premiere Pro
Intermediate DAZ3D
Intermediate BLENDER

EXPERTISES

Trend research / Coolhunting;
Market analysis;
Graphic Design / Printing Design;
Collection / Product Development;
MoodBoards / ColorStories / Presentations;
Tech Pack / Technical Sheets;
3D Digital Samples / 3D Animation;
Avatar Design and Optimization;

Sales analysis / Stock control;
Supply Chain Management; Negotiation /
Buying / Planning; Assortment / Pricing;
Marketing / Visual Merchandising;
Production Management;
International travels / events / fairs;
International business (Asia); Importation
Management;