



FRANCESCO PIMPINICCHIO

Fashion & Accessories Designer

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Professional Summary

Creative and resourceful fashion designer and entrepreneur with extensive experience in developing and managing all aspects of design, production, and marketing for high-end fashion collections. Skilled in seasonal collection design, custom hardware development, and e-commerce management using platforms like Shopify and Klaviyo. Expertise in building strong relationships with suppliers and wholesale partners, as well as in fashion photography, trend forecasting, and sustainable design. Proficient in Adobe Creative Cloud, CLO3D, CAD, and advanced Excel, with a passion for crafting unique, eco-friendly designs that stand out in the competitive fashion industry.

Experience

[Pimpinicchio New York](#) | New York City

Owner and Designer

02/2022 - Present

- Design and development of seasonal collections
- Develop of the metal hardware
- Communication with suppliers and manufacturers for samples development
- Creation of marketing campaigns through the Klaviyo platform
- Website builder via Shopify and Elementor
- Photographer
- Planning and organization of daily tasks
- Better manage and administer inventory for wholesale and retail orders
- Built and maintained strong relationships at all levels of the organization
- Set prices and credit terms for goods and services, based on forecasts of customer demand.

[AmLotus Career School](#) | New York City

Marketing Associate

01/2024 - Present

- Increased brand awareness and social media engagement through targeted content strategies and creative campaigns
- Suggested innovative ideas for improving current marketing processes and procedures
- Prepared reports of findings, illustrating data graphically, and translating complex findings into written text
- Managed social media activity and created content to increase brand awareness and consumer engagement.

[Sunday Morning](#) LLC | New York City

Designer's Assistant

09/2020 - 10/2023

- Website management using Shopify: creation and publication of products, management of promotional campaigns, sku code and apps
- Order management and fulfillment via Veequo and / or Shopify
- Coordinated e-commerce photoshoots and prepared styling guides for major accounts
- Established new business with wholesale partners through extensive prospecting; managed daily operations for the brand: direct contact for all clients, vendors, stylists, and editors
- Photographer
- Design and managed new products, samples and showroom.

La.i.pe SPA, [CROMIA](#) | Tolentino

Designer

07/2017 - 07/2019

- Creation of vast collections (17/25 lines per season), deciding and setting the moodboards and the working method
- Design of bags, metal Hardware, prints, embroidery and more
- Search and choice of materials for the collection (leather, fabric, ornaments, metalware)
- Study of the markets: interaction with single-brand stores and representatives to establish needs and understand market trends
- Seasonal travel with product development teams and factory partners on initial product designs
- Employee to communicate with the samples room and any corrections of the prototypes
- Development of special projects according to the needs of the brand, collaborating for the realization of limited editions and capsule collections with artists and other designers.

[DeCouture](#) | New York / Rome

Sales executive & Assistant designer

08/2021

- Develop seasonal moodboard and design concepts
- Identify consumer product opportunities through market and trend research
- Design seasonal products, developing silhouettes, prints and choosing materials
- Participation in trade fairs
- Establish and maintain strong relationships with international potential buyers
- Coordinate with the production and shipping department when orders are confirmed.

Education

Bachelor of Arts of Costume & Fashion

Accademia di Costume e Moda

July 2017

Completed coursework towards Certification: Marketing

AmLotus Career School

May 2023

Skills

- Creative Thinking & Vision
- Fashion Trend Forecasting
- Styling
- Fashion photography
- Adaptability and Flexibility
- Marketing
- Fashion Illustration & Color theory
- Product Development & Product knowledge
- Sustainable design
- Patterning skills
- Software: Shopify, Google Marketing, Adobe CC (Illustrator, Photoshop, InDesign), CLO3D, CAD, Microsoft Excel (Pivot tables, VLOOKUP), Word, and PowerPoint
- English & Italian