



FRANCESCO PIMPINICCHIO

Fashion & Accessories Designer

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Professional Summary

Fashion & Accessories Designer with 8+ years of expertise in crafting luxury handbags and distinctive hardware, elevating brand identity through innovative design and strategic marketing. Dedicated to pioneering new design processes, aiming to expand brand storytelling and market influence in the fashion industry.

Experience

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

Owner and Designer

02/2022 - Present

- Research and define seasonal trends to design bold, story-driven collections.
- Design seasonal collections, enhancing brand identity and market presence.
- Develop unique metal hardware, boosting product distinctiveness and quality.
- Streamline production with overseas suppliers, improving efficiency and reducing costs.
- Lead concept development, sketches, and prototype refinement for each drop.
- Manage inventory for wholesale and retail, ensuring accuracy and availability.

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

Marketing Associate

01/2024 - Present

- Drive brand visibility with tailored content.
- Implement new marketing processes, improving client interaction and student experience.
- Create marketing materials to effectively address inquiries and highlight school offerings.
- Optimize social media presence.

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

Designer's Assistant

09/2020 - 10/2023

- Manage overseas suppliers, inventory and product launches to meet client needs effectively.
- Oversee website management, including product creation and promotional campaigns.
- Coordinate e-commerce photoshoots and prepare styling guides for major accounts.
- Support clients with custom requests, enhancing experiences and satisfaction.

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

Designer

07/2017 - 07/2019

- *Designed 17-25 seasonal collections, aligning with trends and customer preferences.*
- *Managed direct communication with 4+ overseas suppliers — sent design packs, provided revisions,*
- *and guided sample development.*
- *Lead concept development, sketches, and prototype refinement for each drop.*
- *Sourced materials to enhance product quality, focusing on leather and metalware.*
- *Fostered client relationships to tailor collections, ensuring satisfaction and loyalty.*
- *Collaborated with sales agents to refine designs based on market feedback.*
- *Led special projects, creating unique collections with artists and designers.*
- *Developed mood-boards, prints, and shapes using leather, embroidery, and metalwork.*

Education

[Accademia di Costume e Moda](#), July 2017

- Bachelor of Arts in Costume & Fashion

Certification

Fashion Institute of Technology - Yellowbrick

- Certification in FIT Fashion Styling Foundations Certificate (In Progress)

AmLotus Career School December 2023

- Certification in Marketing

Skills

Fashion Design

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Sketch

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Adobe Creative Suite

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Product Development

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CAD

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Clo3D

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Trend Analysis

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Shopify

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Marketing Strategy

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Languages

Italian - Native

English - Proficient