



# 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

- Established a sustainable luxury accessories brand fusing Italian craftsmanship with New York City's bold energy.
- Conceptualize and design collections using innovative vegan materials (pineapple leather, cupro, denim) and custom hardware.
- Lead all phases of product development overseas, from initial sketching to prototyping and small-batch production.
- Direct brand strategy, marketing, and e-commerce operations through Shopify, Google Ads, and Meta campaigns.
- Secured retail partnerships with multi-brand boutiques and concept stores, including Flying Solo, Wolf & Badger and Wanderobe.
- Presented SS25/SS26 collection at New York Fashion Week with Runway 7, earning editorial coverage in international publications.

[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

- Supported design team with research, mood boards, and trend forecasting.
- Assisted in sample development, fittings, and material sourcing across overseas suppliers.
- Coordinated overseas production timelines and vendor communications to align prototypes and bulk production with design direction.

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 — sending design packs, providing revisions and guiding sample development.*
- *Lead concept development, sketches, and prototype refinement for each drop.*
- *Sourced materials to enhance product quality, focusing on leather and metalware.*
- *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