

# GIULIA PALERMO

## DESIGN EXPERIENCE

### Fashion Scholarship Fund

2022 Scholarship Award Recipient // New York, NY // 01/2022 to Present

- Created Go Anywhere x MKGO case study centered around the increased draw towards branded men's lounge/athleisure apparel and accessory products that prioritize comfort and modularity in post-pandemic life
- Identified Gen Z purchase drivers from sustainability & collective activism, embracing frugality and authenticity that informed overall design process
- Developed digitally focused marketing strategy tapping into gaming demographic

### Michael Kors

Menswear Design Intern // New York, NY // 06/2021 to 08/2021

- Designed a 20 piece capsule collection focused on new silhouettes, multi-functionality, sustainable fabrics and trims for F/W 22/23 that will be adopted into Michael Kors Men's upcoming collections
- Prototyped original accessory A-line Gaberdine Concepts with Michael Kors associated factory
- Assisted in inspiration research, mood boards, BOM and Tech Pack creation in PLM software
- Created Trend and Direct Competitor Deck based on Resort 22 needs
- Collaborated with Print & Pattern, Structured Wovens, Accessories, Outerwear and Cut & Sew departments
- Attended team fittings, meetings and photo shoots

### Enrico Cuini

Design Intern // Los Angeles, CA // 06/2020 to 09/2020

- Researched Trend and Color Forecasting in Footwear for 2022 that will be adopted into the brands' upcoming collections
- Curated Color Palettes and Mood Boards for S/S and F/W 22 seasons with Adobe Illustrator and Adobe Photoshop
- Explored and performed case study on anti-bacterial footwear materials in the wake of COVID-19

## STYLING EXPERIENCE

### The Artisan Collective

Designer and Creative Director // Madison, WI // 06/2020 to Present

- Dictate the creative directional vision from product design, product photography, branding and marketing for the whole student organization
- Sole force of the design team, researching trends/colors and designing upcoming yearly collections through hand drawn, Adobe Illustrator and Photoshop multi-lingual renditions to send to our artisan partners
- Collaborate virtually in Spanish with our partners in Mexico, Ecuador and Nepal to approve proofs and develop final product lines

Design Studies Intern // Virtual // 06/2020 to 08/2020

- Rebranded entire student organization from product, marketing materials, website and social media platforms
- Collaborated with LA based photographer to shot campaign and inventory photos for upcoming new Spring 2021 collection launchscholarship recipient

### ALT Magazine, University of Wisconsin-Madison

Fashion Stylist // Madison, WI // 01/2019 to Present

- Serve as an instrumental part of fashion team
- Seek out student models, collaborate with student photographers and style shoots with sustainably sourced fashion apparel produced in Madison and student work
- Promote the magazine by organizing club fund raisers and build a larger UW student reader base
- Design and construct three complete looks for the 2019 fashion show

### MODA MAGAZINE

Fashion Stylist // Madison, WI // 09/2019 to Present

- Style photo shoots for magazine spreads and photo stories for articles
- Source clothing and seek out new student designs to highlight in the magazine, as well as thrift/rent clothing in Madison to dress models
- Discover unique shoot locations around Madison and the UW campus
- Contribute as a fashion writer focusing on feminism in the fashion industry and trend reports

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## EDUCATION

### University of Wisconsin-Madison

Madison, WI 05/2022

### Bachelor of Science: Textiles and Fashion Design

- Minors in Entrepreneurship & Gender Women Studies
- Cumulative GPA: 3.95/4.0, Dean's List all semesters
- Honor Society Member, Phi Kappa Phi

### Fashion Institute of Technology

New York, NY 06/2021

- Certificates in Brand Management: Creating & Managing a Benchmark Fashion Brand and Accessory Design

## FOREIGN LANGUAGE SKILLS

- Fluent English
- Fluent Italian
- Fluent French
- Fluent Spanish

## DESIGN SKILLS

- PLM Software System
- Adobe Illustrator
- Adobe Photoshop
- InDesign
- CLO 3D
- Pointcarre
- MS Office Programs
- Pattern Work
- Draping
- Grading
- Advanced Sewing & Embroidery
- Digital Jacquard Weaving
- Manual Floor Loom Weaving
- Manual & Computer Generated Print and Pattern Creation
- Sustainable Print and Dye Techniques
- Textile and Fiber Science Knowledge