

**OFFICINA**DELLO**STILE**

Officina dello Stile is a creative, dynamic and professional fashion design service studio, providing its clients with talent, continuous market research, contacts and fashion industry know-how, acquired through years of experience in men's, women's and children's fashions.

## HOW TO COMBINE THE EFFICIENCY OF A IN-HOUSE CREATIVE TEAM WITH THE VERSATILITY OF OUTSOURCING?

Officina dello Stile offers a full design service, personally following every step of the project, from its conception to the completion of the sample collection.

For this reason, we are an ideal partner for creative companies who are looking for the guidance of a design team.

Our goal is to provide strategic and creative direction in helping our clients actualize complete collections that are original and fashion forward, blending trends and research to meet the needs of markets and businesses, while always keeping in mind the feasibility of each project, according to the individual client's needs.

- TALENT
- RESEARCH
- CONTACTS
- EXPERTISE

We pride ourselves on total dedication to each individual client and a hands-on presence that lets us have the range and efficiency of an in-house design team with the versatility of outsourcing, in order to achieve fashion excellence.



# WHAT WE DO



- TRENDS ANALYSIS
- CUSTOMIZED MOODBOARDS
- COLOUR PALETTES DEVELOPMENT
- MATERIALS RESEARCH
- DESIGN TECHNICAL/SPECIFIC COLLECTIONS
- GRAPHICS DESIGN
- EXECUTABLE FILES DEVELOPMENT
- DESIGN PLACEMENT ON PATTERNS
- QUALITY CONTROL OF GRAPHIC TRIALS
- PACKAGING AND LABELLING DESIGN
- COLLECTION OUTFITS PROPOSAL
- DEVELOPMENT AND CONTROL OF SAMPLES
- FITTINGS WITH FINISHED SAMPLES
- FLASH COLLECTIONS DEVELOPMENT
- CAPSULE COLLECTIONS DEVELOPMENT

• COMPANIES  
PARTNERSHIP  
FOR PROTOTYPE  
DEVELOPING

Constant on-site  
presence and super-  
vision during the  
entire development  
of the collection.

After the briefing, we present mood-boards containing color palettes, fabrics, materials, trims, accessories, as well as graphic concepts to define the theme of the collection. Following this phase, we develop the technical sketches, with accompanying directional comments and computer generated models of the samples.

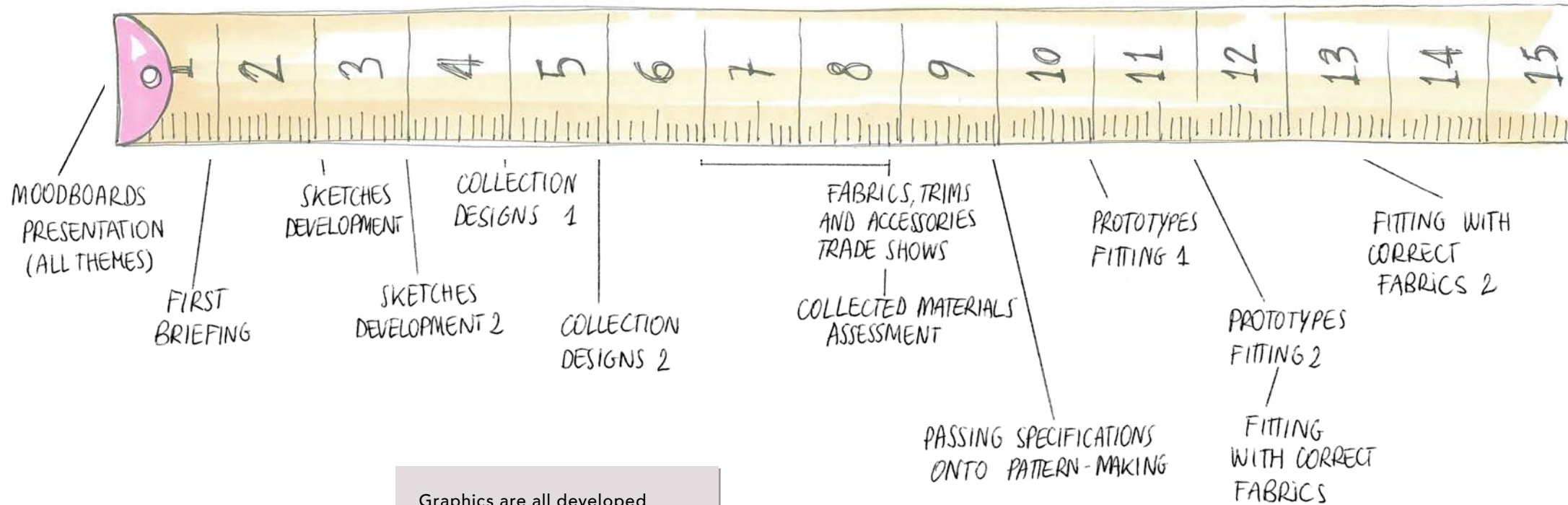
During the fabrics' and accessories' evaluation and selection, we pay careful consideration to costs, in order to optimize budgets. We also research new garment treatments and emerging color trends, giving your product its own uniqueness.



MATERIALS  
SELECTION AND  
ASSESSMENT

We discuss the making of the garments during the construction phase and suggest possible changes, as well as carry out the fittings of prototype samples, using mannequins or models.

# HOW WE DO IT



Graphics are all developed in-house and are presented with related specifications and all file extensions. We provide complete technical support to suppliers, to ensure the highest standards of execution. Pattern designs are transferred on dxf files, to achieve correct pattern proportions and measurements in reproduction.

We conduct quality control on all graphic trials carried out, as well as overseeing all pattern corrections and adjustments taken, to guarantee a perfect finished product. During the construction phase, we are in daily contact with the manufacturers.

In the meantime, we discuss outfit selection for the collection, and choose key pieces according to seasonal trends.

Our involvement is ongoing. When the finished samples come back, we are on hand to check quality, correct any possible imperfections, oversee improvements, and make modifications when necessary. When the collections are shown, we help in selecting combinations and pairings of pieces, and the exposition of the garments, as well as possible direct contact with eventual clients.

If need be, we can put together a larger team to provide extended support, including preparing for trade shows or events (being on hand whenever possible), organization of photo shoots for catalogs, books, realization of portfolios for sales networks, and original packaging or special gadgets for marketing and merchandising.

# KATIUSCIA

DESIGN SKETCHER  
AND ILLUSTRATOR

EXTENSIVE  
KNITWEAR  
KNOWLEDGE



Katiuscia is the artistic visionary of the team. She comes with a strong background in fashion design, and thanks to her excellent freehand drawing and technical skills, she generates the sketches, technical designs and creates the 'look.' She envisions and coordinates the aesthetic aspects of each collection.

SKETCHES WITH  
TECHNICAL  
SPECIFICATIONS

PLUS: —  
MATERIALS.  
PATTERN-MAKING,  
TAILORING

She has a strong knowledge of materials, in pattern making and tailoring, knitwear, printing techniques, embroidery and garment treatments. Her role is crucial in overseeing the project in its transition from technical design to pattern-making or on to manufacturing.



DRAWING STYLE :  
FREE-HAND +  
TECHNOLOGICAL



Laura creates a perfect balance for the Officina dello Stile with her pragmatism, organizational skills and business savvy. Together with her artistic eye, she transforms the creative visions conceived in the design phase to the reality of production and market. Her creative capacities mix flawlessly with her technological skills, coming together to create her truly unique way of designing.

- CUSTOMERS AND SUPPLIERS MANAGEMENT
- FOREIGN PRODUCTION MANAGEMENT
- DEADLINES MANAGEMENT

# LAURA

For years, she has worked on building relationships with suppliers and customers, and is able to efficiently manage the time constraints dictated by the deadlines and the pressures in the fashion world. She has gained extensive knowledge of foreign sources of production and global market leaders, thanks also to periods of working abroad.

Laura plays a key role in organizing the team, as well as obtaining the best arrangements with suppliers, manufacturers and collaborators.

THOROUGH KNOWLEDGE OF  
TRENDING MARKET LEADER

# CUSTOMERS

SOME OF OUR  
CUSTOMERS

Take Two Woman

Take Two Teen

ADD Junior

ADD Baby

Miss Nenette

Diadora Junior





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