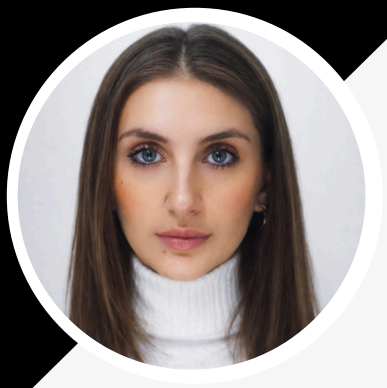

Ilaria Sammarelli

Fashion Designer & branding creative

Contact & info

+39 3311933892
ilaria.sammarelli@hotmail.com
https://ilariasammarelli.com/
Varese / Milan
Driving license

Profile

Creative with a background in Fashion Design and a specialization in Branding, interested in building brand identity through product, image and visual storytelling. Experience in collection development and brand communication, with a strong focus on consistency between creative concept, aesthetics and positioning.

Skills

- Brand Identity Development
- Creative Concept Development
- Advertising Campaign Concept
- Visual Communication
- Product & Collection Development
- Brand Storytelling
- Fashion Collection Development
- Project Coordination

Languages

- **Italian** Native
- **German** C1
- **English** B2
- **French** B1

Software & Tools

- Adobe Photoshop
- Adobe Illustrator
- Procreate
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word

Education

Master's Degree (Level II) in Branding 11/2025 - 10/ 2026
Raffles Milano International Design Institute

Bachelor's Degree in Fashion Design
Raffles Milano International Design Institute 2020 - 2024

High School Diploma - Scientific/Linguistic Track
European School of Varese 2015 - 2020

English Language Certificate B2
Alpadia Language school Summer 2018

German Language Certificate C1
Did Deutsch Institute Summer 2017- 2016

Experience

Fashion Designer/Show-room Assistant 04/2025 - 10/2025
Jade Luxury S.r.l

- Fashion illustrations and technical flat drawings, collections, development, prototyp study and garment fitting.
- Full product portfolio menagement: quality control, inventory supervision, buyer lists and sales analysis.
- Ideation of a new sub-line brand (naming, logo and visual identity) and creation of graphic materials for the brand.
- Management and development of the brand's social media content and coordination of relationships, orders and timelines with external manufacturers and companies.

Medical Office Secretary 01/2025 - 03/2025 , 01/2026 - 02/2026
General Practice Doctors Schutz and Sammarelli

- Management of doctors' schedules and appointments, organization of outpatient activities.
- Reception and assitant to patients, management of phone requests and prescriptions.
- Operational coordination with doctors and support for the administrative activities of the practice.

Fashion Designer 07/2025
La Revêche

- Creation of fashion sketches and designs for a special project in collaboration with E. Marinella.

Accademic Assistant at Raffles Institute - Woman Fashion Design Course 11/2024 - 01/2025

Dresser Antonio Marras Fashion Show 02/2023

Peer to Peer Education Certificate of Merit 2017 - 2019
European School of Varese

- Educational and emotional support for younger students.

Production assistant 06/2018
Savima Company S.N.C

- Support in garment development and production.

I authotize the processing of my personal data in accordance with Regulation (EU) 2016/679 (GDPR).