

Francesco Fiordelli

Curriculum vitae

FRANCESCO FIORDELLI studied stylistic studies at both THE ACCADEMIA DI ARTE E COSTUME in Rome, MARANGONI in Milan, and ultimately graduated in 1979 from the ECOLE SUPERIEURE DES ARTES APPLIQUEES DUPERRE in Paris. Over the years his vocational training followed two very distinct directions. The first direction, which headed more towards tailoring, developed in Paris and allowed him to collaborate with several of the more famous French fashion houses like Madame Gres, Balenciaga, Ungaro and Cardin. The second was of a more industrial nature where he again took the role of fashion design manager - as "His extraordinary stylistic ability, combined with his even more rigid professionalism" (written about him the Corriere della Sera) allowed him to collaborate upuntil today with the most qualified firms in the fashion industry.

Professional consulting as fashion designer from 1980:

Menswear LUBIAM
HITMAN
GFT/PROFILO
LEBOLE
MARZOTTO div giovane
PANCALDI
INDUICO - Spagna
MITSUBISHI - Giappone
ITOCHU - Giappone

Womenswear

GFT/CORI
LEBOLE/AREZIA
INCOM
GUCCI
MASKA
UNGARO/PARALLELE
BLOOMINGDALE'S - USA
J.C. PENNY - USA
MITSUBISHII - Giappone

Sportswear

SUPERGA - Italia
MARTINI SPORT LINE - Italia - Spagna - Gernania
ADIDAS - Gernania
LACOSTE - Francia
CHAMPION - USA
LEVI'S - USA

FRANCESCO FIORDELLI carried out numerous stylistic consultancies for accessory and underwear companies too. FRANCESCO FIORDELLI has been creative consultant for several government projects and projects related to the realisation and coordination of pole-production and design:

Government of Perù
Government of China
Government of Egypt

In this final period, after twenty years of self-employment, and with a fully-developed experience with qualified firms, on national ground as well as with other important markets such as Japan, USA, Far East and China, FRANCESCO FIORDELLI is able to carry out a project combining all his phases, putting himself at the forefront of the industry as creative director or fashion coordinator, as he has also developed a profound knowledge in the field of luxurious goods, including accessories.

His interpersonal abilities in regard to the project are remarkable.

The last experiences as fashion coordinator or creative director are:

GAP
DONNA KARAN NY
INGHIRAMI GROUP
LAURA BIAGIOTTI

Now is creative director of group MEDICONF-FACIS.

As docent and relator of Fashion Design and History of Costume:

ISTITUTO MODA BURGO Milan
UNIVERSITA' CATTOLICA Milan

Truly a creator already at the age of twenty in the eighties, he re-invented totally the canons of some fashion sectors as menswear, sportswear and underwear. His first total look in menswear for GFT made him famous. In those same years his were the successes which he acquired in sportswear, which at that time was always white, he proposed for the first time the total colour look, print and technical fabrics and he dominated in the sportswear sector, a more casual leisure-time style than a technical look.

For MARTINI SPORT LINE he designed the logo and the collections worldwide.

For LACOSTE he re-invented the mythical polo in a wide range of colours and transformed the collection to a totallook.

For ADIDAS he re-positioned the sportswear collection extending it to leisure-time wear.

For SUPERGA he reinterpreted the white tennis shorts, re-resigning them and making their colour full to an infinite variety. For SUPERGA it has been an extraordinary commercial

success, which renders it even more important today.

For the market it will be a "must" which will last for quite some time.

FRANCESCO FIORDELLI's hallmarks are: great sensibility, strong signs of distinction and a tenacious research in design transferred to the product "which can be produced in huge numbers", these are his always important components in his stylistic collaboration...