



JESSICA HAYOZ
SACI instructor since 2017
Italian Fashion Design

EDUCATION

- 2004/2005 **Master in Fashion Marketing Communication and Event Organization**
Polimoda International Institute of Fashion Design & Marketing - Florence
- 2001 **Diploma of Fashion Designer**
Italian Academy of Art, Fashion & Design – Florence
- 1999/2000 **Certificate of Marketing and Management**
Institute of Business and Management - Lausanne
- 1994/1996 **Diploma of High Fashion Pattern Designer (with mention)**
High Private School Bellecour Supdemod - Geneva

PROFESSIONAL EXPERIENCE

- 2015/2016 **TERRE DI PERSETO - Florence**
Communication Manager
Integrate communication plan: Website, promotional materials, web marketing, social media, direct marketing, media and blog relations, events and business partnerships, public relations. Translate brand strategies into brand plans, brand positioning and go-to-market strategies
- 2005 **EMILIO PUCCI - Florence**
Internship in Communication and Marketing
Marketing Office (market study, competitor analysis and positioning)
Communication Office (Planning and events organization, casting and mailing list)
- 2002/2004 **LAURA ASHLEY - Geneva**
Assistant manager
Head of the garment shop
Head of visual merchandising
Retail Management and organization
Personal training and Customer service
- 2000/2001 **THEATER OF CAROUGE - Geneva**
Costume Designer
Created costumes for various theatrical performances
Restored antique costumes
- 1997/2000 **KENKO CONCEPT STORE - Geneva**
Owner and Manager

Buyer for fashion oriented-shopping, ready to wear and home design collections
Retail management and visual merchandising organisation
Personal training and Customer service
Event coordinator: organization of art exhibitions and fashion shows (Concept, planning, coordination)
Fashion Designer: designed and created made-to-measure collections for regular customer

TEACHING EXPERIENCE

2010/2015

LDM INSTITUTE, THE ITALIAN INTERNATIONAL INSTITUTE - Florence

Department of Fashion Design, Marketing and Merchandising

Visual Merchandising

Trend Forecasting

Introduction to Fashion Marketing

Introduction to Fashion Industry

Apparel Construction

Event Planning

Workshop "High Fashion Laboratory" Fall 2014

Seminar Week "The Fashion Italian Product" Spring Sewing

Design Techniques

Fashion Illustration

2012/2013

IED EUROPEAN INSTITUTE OF DESIGN - Florence

Department of Fashion Design

Visual language and Creativity techniques

Fashion Textile Design

Tailoring Techniques

2008/2012

ITALIAN ACADEMY OF ART FASHION & DESIGN - Florence

Bachelor Degree course in Fashion and Graphics Design

Pattern design level 1

Pattern design level 2

Prototyping and sewing laboratory

Marketing & Trends level 5 (Fashion and Graphic Design)

Tailoring techniques and Clothing samples

2007

Freelance Teacher

Private courses of Haute Couture techniques - Florence

Analyses of the various cutting and draping techniques:

Vionnet and Christian Dior

Study of couture silhouettes and tailoring techniques