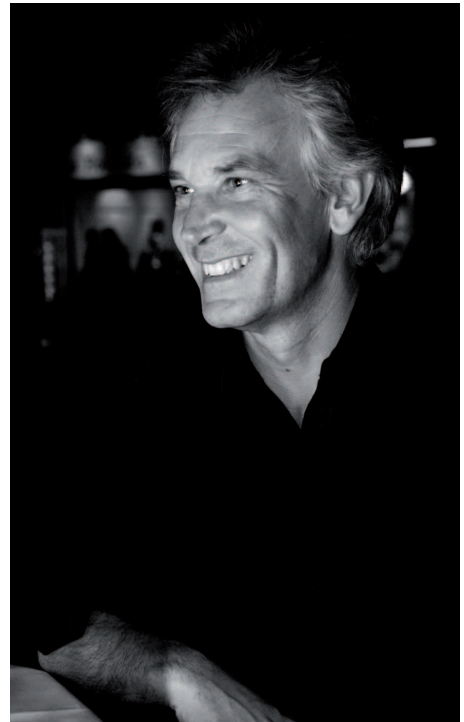


GIANFRANCO | AZZINI  
PROFILE

## BIOGRAPHY



GIANFRANCO AZZINI

Designer

Office: MY WAY s.a.s,  
Via Mazzini 16, 46100 Mantova ITALY

Tel: +39 0376 224388

Mobile phone: +39 335 7692794

Skype contact: Gianfrancostudio

e-mail: [Gianfranco.azzini@mywaystile.com](mailto:Gianfranco.azzini@mywaystile.com)

Languages: italian, english

## EXPERIENCES

1977-1981: after having graduated at the High School, he attended the Course of Direction and set-design at the Experimental Cinematography Centre in Rome. Afterwards he moved to U.S.A where attended a graphic and industrial design stage.

1981: several experiences in the advertising and fashion field being involved in **Pitti Uomo** (6° edition), Armani, Basile, Zegna, Reporter

1983: responsible for the creation of a completely new sportswear collection which begets **Murphy & Nye Sailwear**



1983-89: responsible for the design, research, and development of Murphy & Nye collections: man, woman, children. Supervisor for the strategic and commercial stages which bring this brand to success



1989-92: responsible for the **America's Cup '92** for the project "**Moro di Venezia**" in close relationship with Dr Raul Gardini. Realisation of both technical and sportswear collection using absolutely experimental and high performing fabrics created with the main Italian and Japanese research centres as Italian **MONTEFIBRE** and Japanese **TEIJIN**



1992: **Olympic Games '92** in Barcelona: designer of technical and casual garments for the Italian sailing Team



1992-1996: **Henri Lloyd** in Manchester: responsible for style, product development and high-tech fabric research for sportswear man collections;



1996-1997: **Mandarin Duck** - designer for the flagship products for a high technical and innovative fashion-garments



1997-2001: **Merit Cup Marina Concept** product and distributed by Pepper Industries S.p.A.: responsible for style, research and product development for sportswear man and woman collections



1997: **Whitbread '97-'98** and **Osama Sailing Team**: designer for a technical garments and sportswear collection sponsored by Philip Morris (Lausanne)



1997-1999: **Mc Gregor** product and distributed by Eurofashion S.p.A.: designer for sportswear man collection



1998-2002: **Musto** in London: responsible for style and fabrics research for man and woman sportswear collections. High-tech fabric research for technical and sportswear utility



2000: **Moncler Neige** responsible for style, fabrics research and product development for a man and woman collection



2002: **Wally** - leader brand in the maxi-yachts, produced by Moncler. Designer of innovative and high performing nautical garments



2000-2002: **Rodrigo** - I.A.C. Group. Responsible for style, fabrics research and product development for man sportswear collections



2002: **Vuarnet** - Sportgear Group. Responsible for style, fabrics research and product development for man and woman snow sportswear collections



2002: **K-Way** - Formula Sport Group. Responsible for style, fabrics research and product development for man/woman/children sportswear collection



2002: **Superga** - Superga S.p.A. Group. Responsible for style, fabrics research and product development for man and woman sportswear collection



2002-2003: **Mares** - Twenty-five Group. Responsible for style, fabrics research and product development for man sportswear collection



2002-2004: **L.T.B. Turkey** - Responsible for style, fabrics research and product development for man and woman casual and jeans collection



2002:-2005: **Mash** - Acon spa Group. Responsible for style, fabrics research and product development for man sportswear and jeans collection



2001-2003: **Ciesse** - Fila S.p.A Group. Responsible for style, fabrics research and product development for man and woman sportswear collection



2003-2007: **Sergio Tacchini** - Sergio Tacchini Spa Group. Responsible for style, fabrics research and product development for sportswear-sailing man and woman collection; responsible for the **+39** project: style and research of both technical and sportswear collection worn by the Italian challengers for America's Cup 2007 in Valencia



2004-2006: **Saez-Merinos - Caroche** brand. Responsible for style, fabrics research and product development for sportswear-sailing man and woman collection



2005-2006: **Marina Yachting** - man and sailing collection



2005-2006: **Ferrari** - FDG group - Responsible for Style, research and product development for Man and Woman



2005-2006: **Conte of Florence** - Responsible for Man and woman golf collection



2005-2008: **Samás** - man and woman collection



2006-2009: **Campagnolo** Responsible for Style, research and product development for Man and Woman Bike collection;



2006-2008: **Adhoc** Responsible for Style, research and product development for Man Collection



2007-2008: **Hinckley** Responsible for Style, research and product development for Man Collection



2008-2009: **Max Mara** woman Down Jackets Collection



2010: **Stefanel** man Casual collection



2009-2010: **The North Face** technical skiwear



2009-2010: **Gteck** technical skiwear man and woman



2009-2010: **Mash** Acon spa Group. Responsible for style, fabrics research and product development for man sportswear and jeans collection



2009-2011: **Sandys HT** man and woman high tech sportswear collection



2009-2011: **Elle Fordocks** Acon spa Group. Responsible for style, fabrics research and product development for woman sportswear collection



2009-2012: **High Lab Ferrino** man and woman technical outdoor collection



Since 2010: **Pierre Cardin** collection shirt collection

## TEXTILE COMPANIES

Attendance at international conferences dealing with textiles trends, strategy and research aimed to sportswear and fashion use. Consequently, knowledge in great advance of the general market direction in the sportswear and textile field.

Collaboration and consultancy with Italian and foreign Companies on the engineering area working on the fiber and finishing research intended for a fashion and sportswear utility.

Collaboration with Companies high-specialized in military supplies concernings. Realisations of garments intended for a professional technical utility. Other minors sportswear, activewear and fashion projects have been realised in the past.

## AS WE WORK

Our Studio is able to assist customers in every step of Collection: from the stylistic planning and design to the technical realization

- First meeting with the Company in order to understand Company requests, Target Reference and Target price
- Trends and lifestyles analyses
- Guide lines
- Storyboards: moods to share and focus the project direction
- Textile Research thanks to our continuous collaboration with world leading companies. We have a great stocked portfolio concerning suppliers and manufactures
- Accessories Proposal and technical details
- Color card proposal according to International Fashion Comitated
- Black and white sketches and measurements references
- Colored sketches with labelling, details and accessories
- Graphic designs and position on the garment
- Assistance with the technical evolution of the collection
- DVD with full project

## GIANFRANCO | AZZINI

Office: MY WAY sas. Viale Mazzini 16, 46100 Mantova  
Tel: +39 0376 224388 - Mobile phone: +39 335 7692794  
Skype contact: Gianfrancostudio  
e-mail: Gianfranco.azzini@mywaystile.com