

ANDREA BOCCADORO



portfolio

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harlan + holden

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Junior womenswear fashion designer, freelance.
September 2022 - On-going.

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Assistant to the womenswear fashion designer, curricular internship.
March 2021 - August 2021.

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Art direction, Event planning and content creation, freelance.
June 2020 - August 2021.

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Social media manager and content creation, freelance.
August 2021 - June 2022.

extras

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Extra jolly work commissions, various.



harlan + holden

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Founded in 2015 in Manila, Harlan + Holden is a fashion brand with retail stores spread across, Indonesia and the Philippines. At the brand's core is a singular mission: to save people time for things that matter. Harlan + Holden mission manifests itself in every product they create, from clothes to coffee. With each collection, the brand offers clothes that solve, rather than adorn.

Every piece is designed to offer solutions to the client where comfort and ease are paramount. In 2020 Alessandra Facchinetti has been appointed as Harlan + Holden first Creative Director. I am currently part of the design team as junior fashion designer, working on the main womenswear collection, accessories and the secondary lines.

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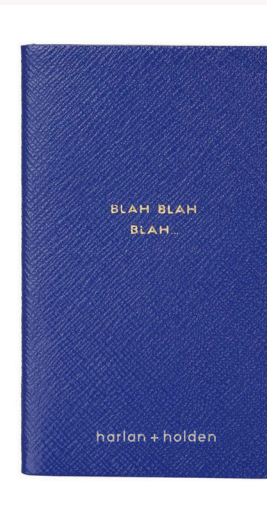
harlan + holden

research

visual narrative/

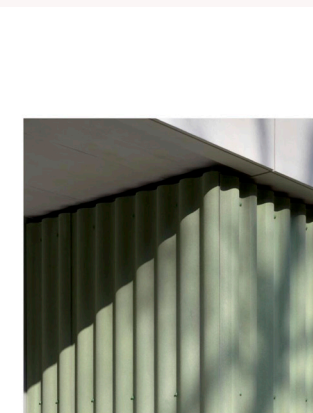
color palette/

MOODBOARD RESEARCH



The initial stage when approaching a new collection is dedicated to a deep message-focus research: working on defining the visual narrative of the upcoming season, from the message to the colors and textures.

The main bulk of research is done on photography, art, design and architecture. Trying to narrate the brand's identity in the ever-changing everyday life context.



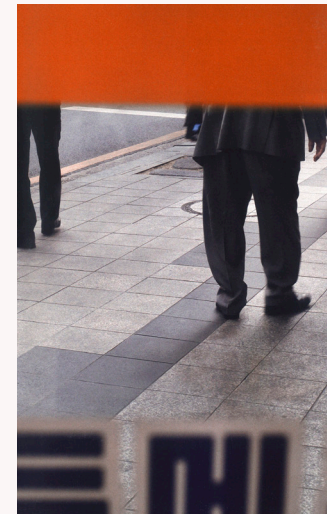
research

competitors research/
merchandising outline/

PRODUCT RESEARCH



IN
MY
H+H
DENIM



Alongside establishing the visual direction of the collection, the research is also an important step towards defining the product and the actual new design elements that the new season will feature.

These design-focused inputs are included into the season mood board to guide the following developing process of the collection. Additionally a deep research on competitors offer can help tune the overall merchandising direction.



FLUID
FORM
ALITY

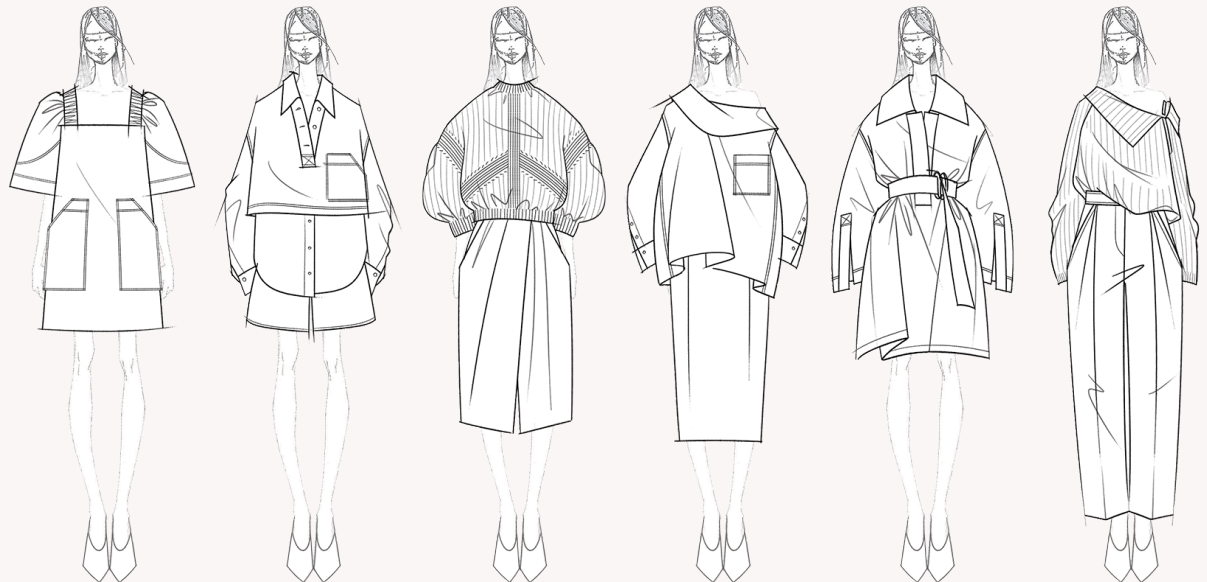
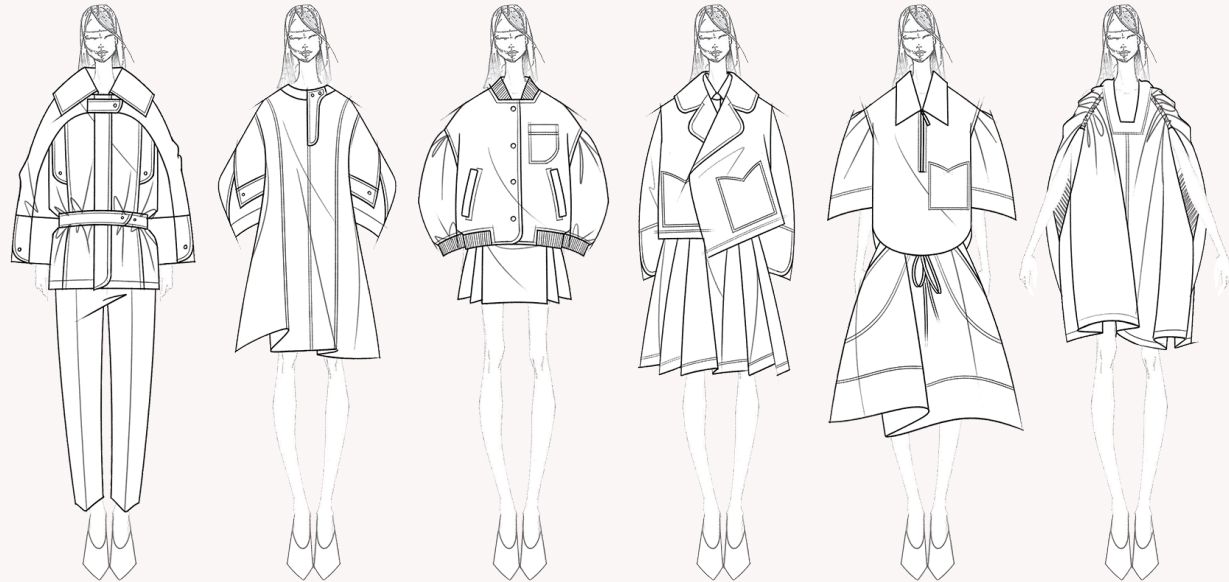


collection development

hand-drawn draft/

digitalising/

WOMENSWEAR SKETCHES



The sketching initiates the collection development process, starting from the research of new volumes, silhouettes and details highlighted in the collection mood board.

The first draft of sketches goes through various steps of editing and selection to improve the designs with the team's and creative director inputs.

collection launch

collection styling/
production support/

EDITORIAL & E-COMM SHOOTING

The last and final step is the collection launch. During this process, with the support of a stylist, we define the collection by looks, which will be featured in the editorial and e-comm shooting.

Consequently the models are cast and the shooting production takes place with our overview. The images and videos will support the collection launch on social platforms, website and in-store image.

Finally, through the creative director, we give the initial VM display guideline, following the collection looks and color stories to be applied to the different stores.

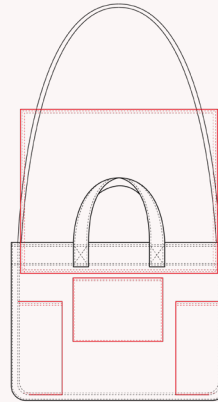
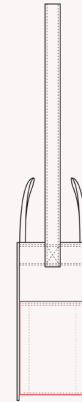
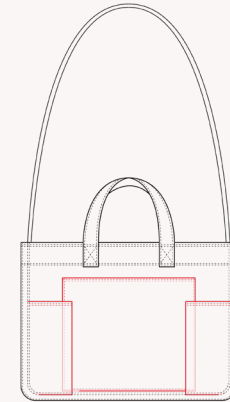
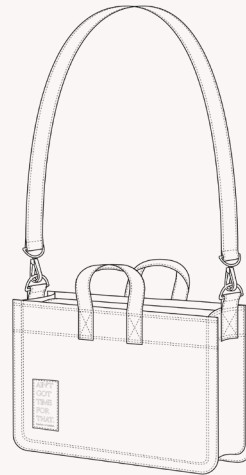
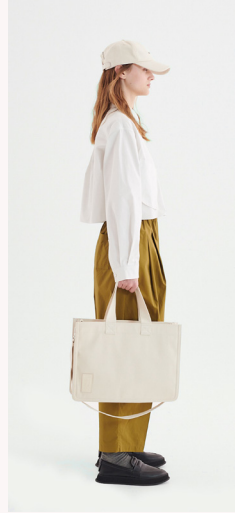


accessories design

hand-drawn draft/

tech flats/

CANVAS BAGS DESIGN



As support to the collection I had the opportunity to work on a line of canvas bags, ranging from more casual totes to office bags.

I was able to work on the project from the initial sketching to the development of technical drawings and the final approved sample. In some cases we worked with placed prints on the accessories.





BLUBIANCO
MILANO

Assistant to the womenswear fashion designer, curricular internship.
March 2021 - August 2021.

Craftsmanship is at the core of Blubianco Milano, a company that invests in monitoring the production chain in order to obtain higher quality standard. Constant research into new lines, materials and details combined with the professionalism and dedication of the design team are the elements that contribute to the making of a Blubianco collection.

Designed for the contemporary woman who loves to wear garments that reflect her own principles of sobriety and elegance. Located in Milan, I had the chance to join the team as an intern Assistant Womenswear Designer, and work on SS 2022 collection.

sketching

hand-drawn draft/

digitalising/

WOMENSWEAR SKETCHES

Working with Womenswear designer Giuseppe Campanella I had the opportunity to work on the collection sketches: working on a hand-drawn first draft that would then be digitalised on Photoshop.

After each fitting session small adjustments could be made to the sketches in their development process, adding details and specific accessories.

As the material and details packages consolidated and I would move to coloring and fabric rendering on the sketches. The finished sketches were then included in the collection book for the buyers.



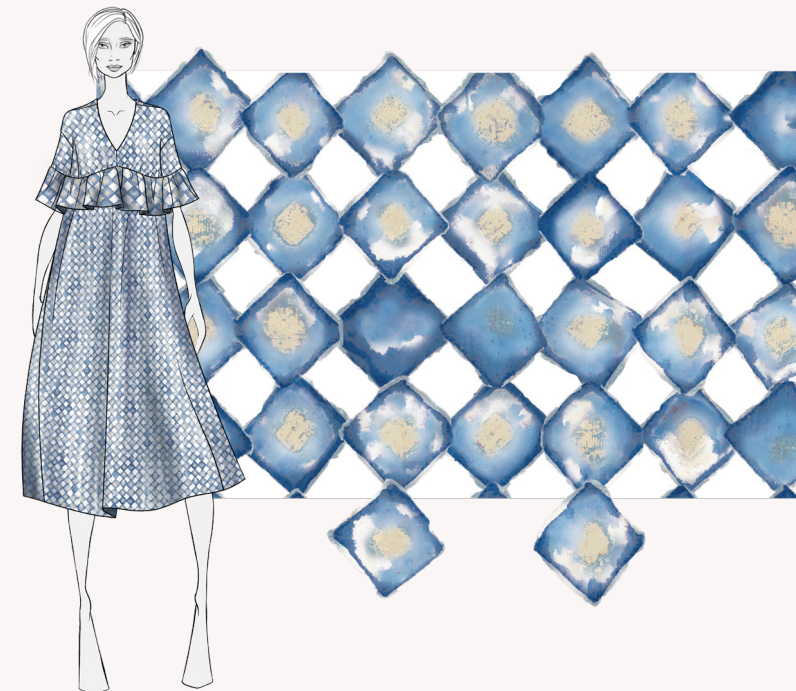
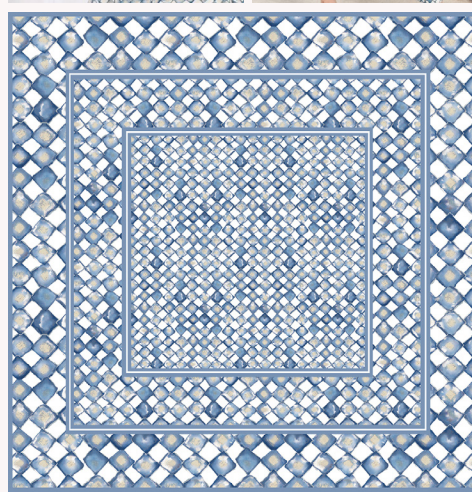
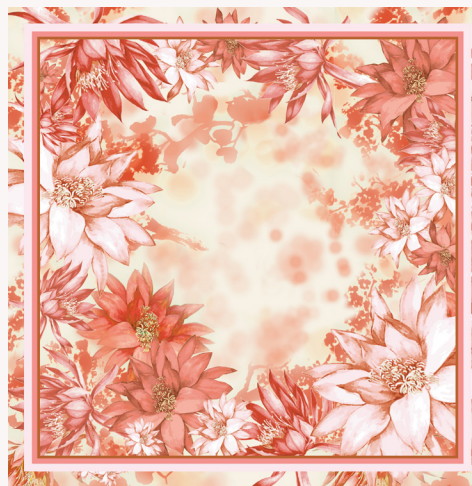
print development

research/
digital print/

SS 22 PRINT DEVELOPMENT

For the development of prints I was first briefed on the collection references and inspiration and following that I started working on a few proposals that could fit into the different color worlds of the collection.

Each print was put through mock testing to tweak proportion and details. Along with the few collection styles in printed material we developed silk scarfs to complete the offer.



collection launch

collection styling/
presentation/

BLUBIANCO SS 22

The last and final steps I was able to work on during my internship were the launch and presentation of the collection. With the final rounds of fitting done we managed the collection samples from supplier in the approved material and colors.

Gathering all the rendered sketches together with each material composition, colorways and fabric samples I assembled the collection books. Prior to the showroom presentation I had the opportunity to assist on the set of the shooting for the lookbook and editorial pictures for the SS 2022 collection.





wooden houses

Art direction, Event planning and content creation, freelance.
June 2020 - August 2021.

The client is a construction company, with 30 years of experience between tradition and innovation. They have been operating in the field of wooden houses since 1989. They offer an innovative and high-level product, each house is a unique piece.

Located in Sant'Angelo in Vado, in the Italian region of Marche, Wooden Houses is able to build wooden houses that perfectly meet the requirements of modern housing: earthquake-proof, insulated, sustainable, durable and of certified quality. Collaborating with Communication Director Marco Dini I had the opportunity to work with Wooden Houses for various projects, events and content creation.

art direction

performance design/

communication/

SPAZIO WOODEN HOUSES

Piazza delle Erbe, Sant'Angelo in vado, Oct 2021.

Wooden Houses had planned a series of performance based events, *CANTIERE EVENTO* centered around the allegory of a wooden house. I had the opportunity to work on the first on-site event opening. Spazio wooden houses was designed to be built in three hours. An opportunity to admire the teamwork of carpenters, who, strip by strip, built the structure in an exciting performance.

The build was a temporary structure that could be completely dismantled and has recoverable foundations linking to the core value of the client's care for environmental issues such as land consumption.

Alongside the main structure, simple pre-cut branded wooden furnishings were assembled on-site and placed inside the house space, engaging with the public and offering the experience of living the building process.



art direction

exhibit curation/
communication/

TUBER MAGNATUM *The Green Beauty*

Palazzo Mercuri, Sant'Angelo in vado, Oct-Nov 2020.

Wooden houses had collaborated with local cultural institutions to sponsor an exhibition that explores all the natural and cultural features of locally sourced white truffle. The project had to highlight the exclusivity of the acclaimed natural product while placing it in contrast to the environmental challenges that threaten the existence of this Italian excellence.

The ultimate goal for the exhibition was to offer an experience to the local community and spark conversation around environmental themes that were core elements of the client's values.

The challenges of the project were the constraint of an historical venue as Palazzo Mercuri, such as lighting and the communication of a locally known topic that had to be presented in a new environment-focused way.



event planning

event design and production/
communication/

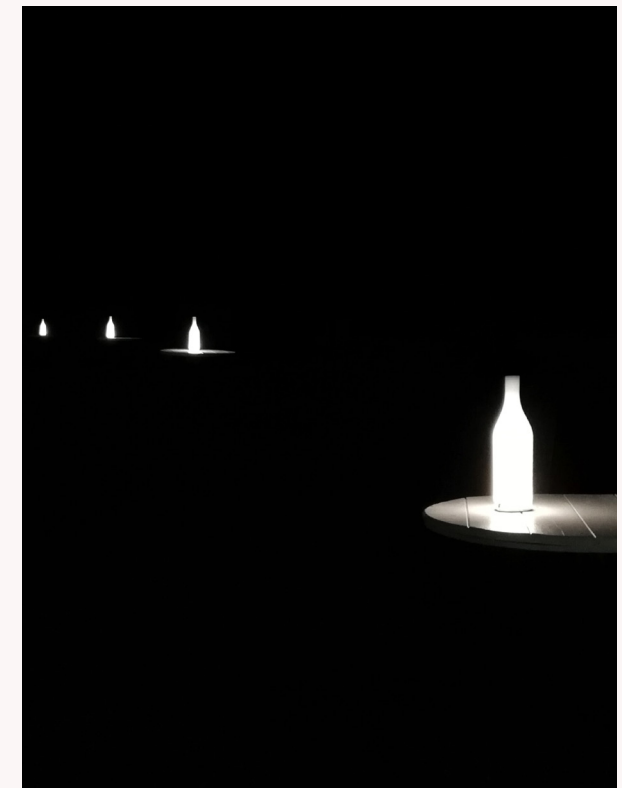
THE GREEN BEAUTY

Various locations. Marche, Italy, Sept 2020.

A series of talks about the beauty of sustainability applied to everyday life, a core element for the client. The events took place in the most beautiful outdoor locations of the surrounding Marche region area.

Each appointment was promoted through examples of Italian excellence, in the form of details of renowned sculptures. The images were applied on all different social media and promotional platforms.

The fourth and closing talk was followed by a standing dinner for the 80 guests. Six vegetarian mini portions with local products, matched with wines by the local Azienda Agraria Guerrieri. Special hand-held wooden trays were designed to encourage a dynamic dinner experience with plenty socialization . On-site light fixtures were supplied by Karman.



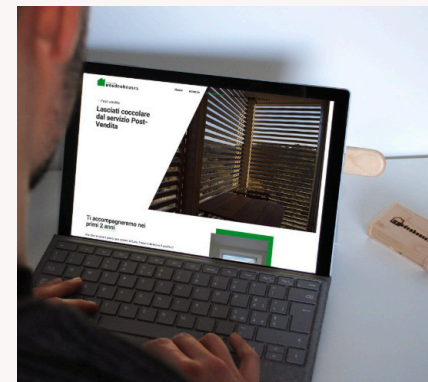
CONTENT CREATION

photography and graphic/
social media content/

Along specific projects or events, I had the opportunity to work on image and communication for Wooden houses in different ways.

Photography, both on-site for events and on-set for specific projects. Working on graphics, editing the content for all the different layout and social platforms and curating a cohesive and clear communication for the client.

17 wooden houses





PALAZZO DONATI

the italian experience

Social media manager and content creation, freelance.
August 2021 - June 2022.

Palazzo Donati is a magnificent 14th century building located in the main square of the village of Mercatello Sul Metauro, immersed in the green hills of the Marche region. Crossing the entrance door of this ancient palace is taking a leap in time and immersing yourself in the authenticity of the Italian Renaissance. The long main corridor leads to a large internal garden, an oasis of peace among roses, fruit trees and centuries-old plants.

Collaborating with Social Media Manager Marco Dini I worked on content creation and social media, to convey a strong image of the client, deeply rooted in the beautiful and rich setting of central Italy.

content creation

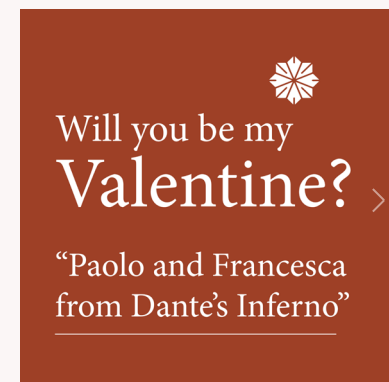
photography/

video editing/

Prior to working on a PR plan and scheduling the social media posts, the client's image had to be defined. Along with on-site shooting of the venue, we worked on capturing the essence of the Italian small village, that was key to conveying the true experience of Palazzo Donati.

Researching among competitors and successful online story-tellers that centred around the romanticisation of slow life, we shaped a visual language that could best communicate the client's image.

Alongside the images and videos we opted to include in the social media accounts of the palazzo posts that had more of a cultural approach. Concise posts that were meant to provide a curious historical or cultural notions about the Palazzo, the surrounding region of Le Marche or Italy.



social media

PR planning/
social media managing/

@PALAZZODONATI

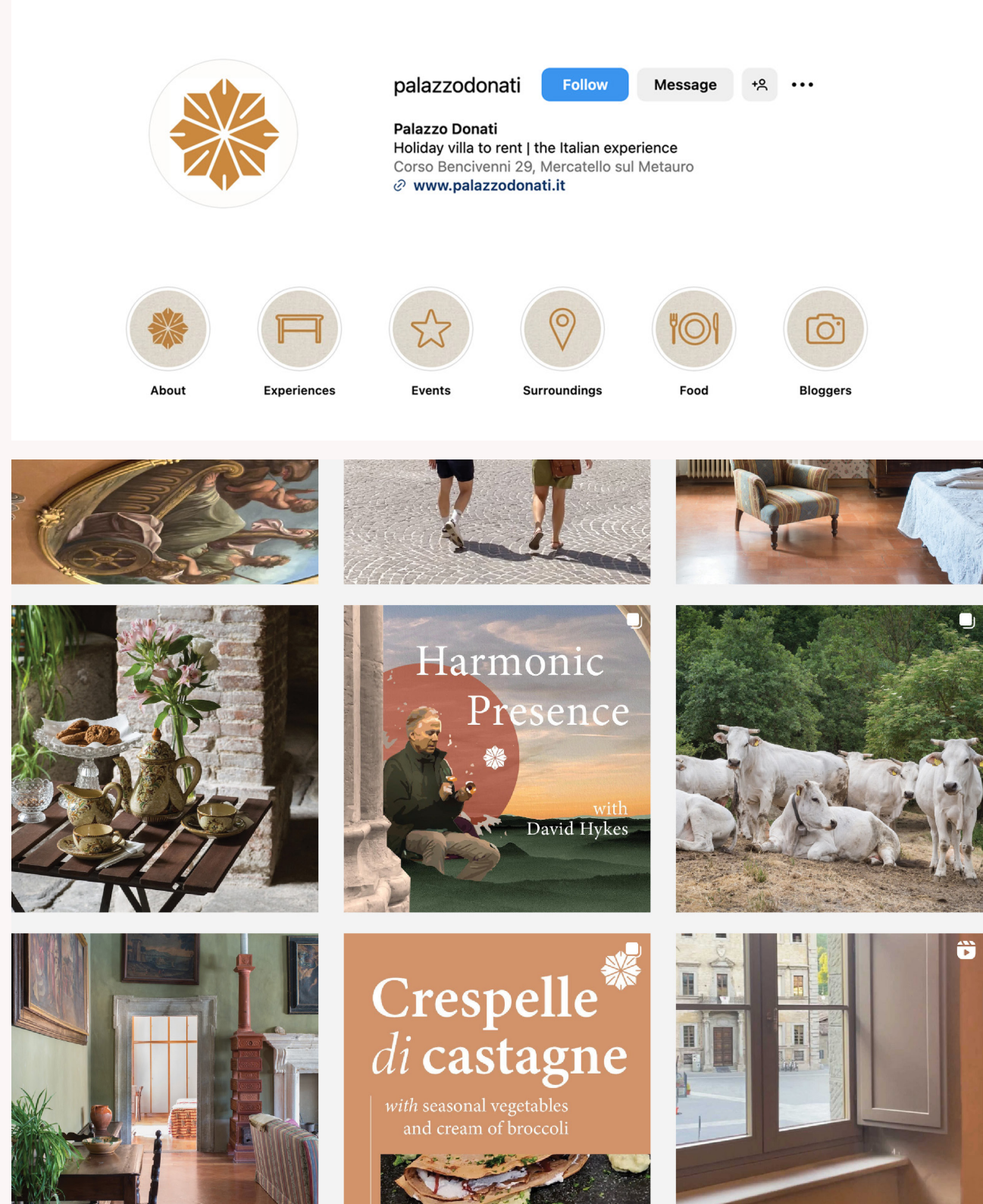
Instagram - Meta account

Having produced media content we would then work on the social media posting plan. Structured on a weekly base of 3 posts per week the planning included the copy for each post and the relative IG story posts.

The overall look of the feed played in the color palette of Palazzo Donati, the posts would also flow through the different seasons changing tones and subjects accordingly.

Throughout the feed and posting the many events and retreats were promoted with images, videos and IG story contents. Collaborations with travel bloggers or any other event-related talent were promoted through collab posts.

20 palazzo donati



communication

graphic & copy/

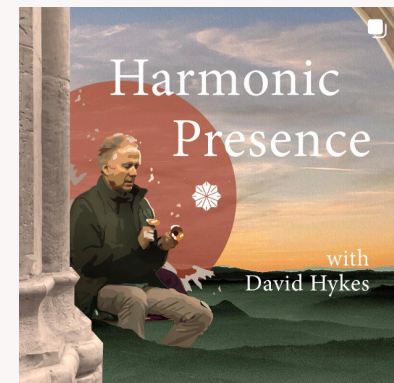
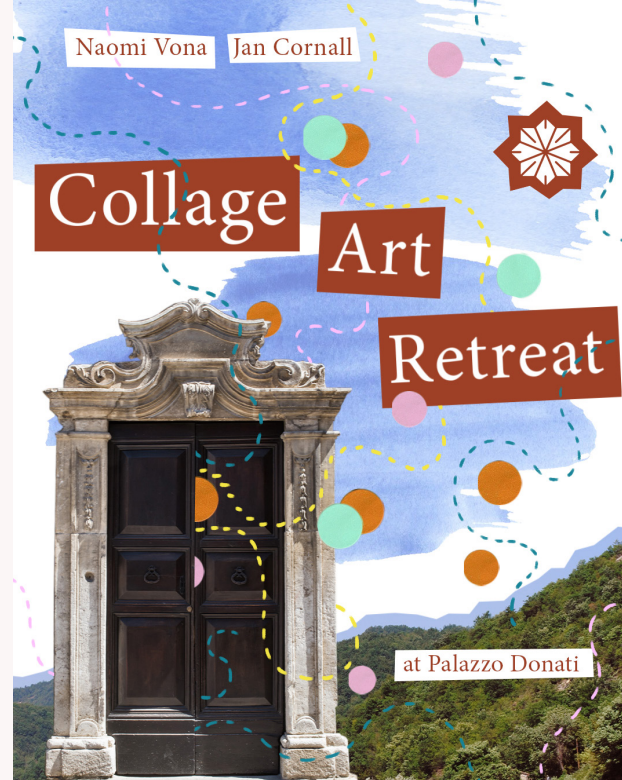
video editing/

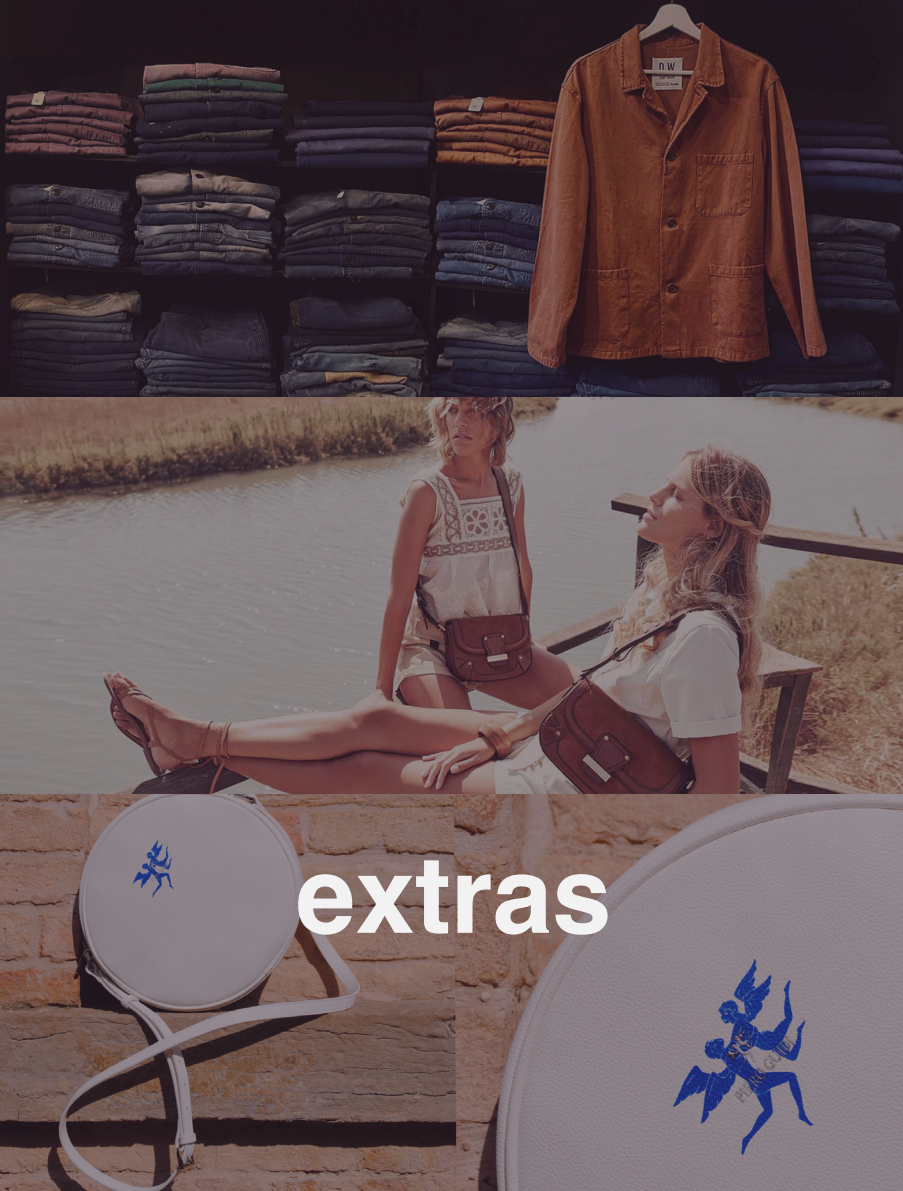
PALAZZO DONATI EVENTS

Social - E-mail promotion

For the special events or external collaboration related to the Palazzo Donati business we would work on specific promotional campaigns.

Each event photos, videos or graphic adapted to the different formats across social media and e-mail platforms.





extras

Extra jolly work commissions, various.

22 extras



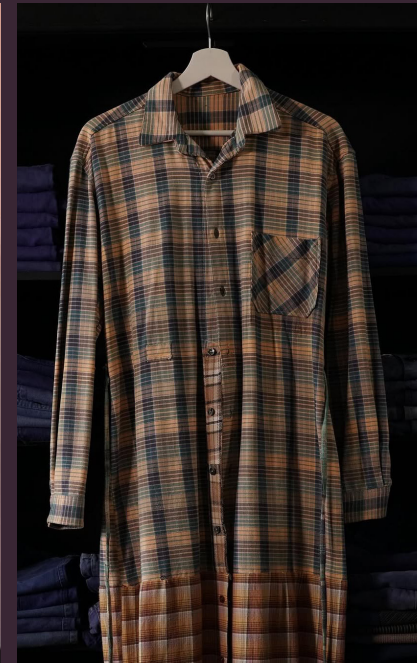
andreaboccardoro.com/portfolio/extras

DON'T WASTE

I had the chance to work with Milan based vintage store *DON'T WASTE*, together with fashion designer Caroline Boeta we developed a Spring-Summer capsule collection of re-worked garments starting from vintage workwear deadstock.

Working from a wide selection of shirts, trousers and canvas jackets we first deconstructed and then assembled various merchandising, from dresses to short sleeve button-ups to light outerwear.

capsule collection design and production, up-cycled focused project. August 2021.



SS 2022 campaign shoot on location, styling and production assistant. September 2021.

T H E B R I D G E
FIRENZE 1969





Piero Guidi accessories still-life shooting, styling and production assistant. March 2021.



PASTA DI BORGO PACE

I had the opportunity to work with Marche region based pasta shop *PASTIFICO ALPE DELLA LUNA* on their bronze-drawn pasta line Pasta di Borgo Pace, together with Art Director Marco Dini.

We worked on the layout and editing of the cookbook, in line with the client's core traditional and local-based identity, and on the photography of the recipes featured. We then designed the xmas packaging box that contained their high quality product along side the recipe book.

Xmas gift box graphics and packaging, recipe cookbook editing and layout. July 2021.



ANDREA BOCCADORO

andreaboccadoro.com

[@andrea.boccadoro](#)

ab.andrea.boccadoro@gmail.com