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Milena Motta

Fashion *Designer & Chief Product Officer*

I grew up in the high-end fashion industry, **where vision, quality, and the culture of Made in Italy** are expressed through contemporary garments.

VISION & VALUES

Milena Motta Studio

CREATIVITY AND STRATEGIC VISION
SUPPORTING COMPANIES IN THE FASHION
AND LUXURY SECTORS.

Milena Motta: **Fashion Designer and Chief Product Officer with over 25 years of experience in high-end sportswear and knitwear, working alongside leading Made in Italy brands.**

Specialized in premium collection design, I combine creative vision, product expertise, and operational leadership, integrating creativity, method, and brand identity to lead international projects from concept to execution.

PROFESSIONAL FOCUS

CREATIVE PROCESS

Design Areas and Specializations

.01



Womenswear

.02



Outerwear

.03



Knitwear

.04



Ready To Wear

.05



Menswear

.06



Eco Furwear
Furwear

.07



Leatherwear

STUDIO []

.01



.02



.03



.04



.05



.06



.07



My work is rooted in the integration of **creative sensibility** and product vision, shaping collections that coherently interpret the culture of high-end fashion and the excellence of Made in Italy. With a **Chief Product Officer** approach, I oversee each project from the concept phase through to final realization, structuring collections that balance brand identity with market positioning. My **international experience**, has enabled me to work effectively with diverse teams and complex organizations while maintaining a strong focus on manufacturing quality, product substance, and rigorous design. Over the years, I have also developed a direct and in-depth understanding of the Chinese high-end market, working with local brands and engaging with the real expectations of their final consumers. Materials, supply chains, and production processes intertwine with a contemporary aesthetic sensibility focused on essentiality and modernity. **Research, innovation, and attention to detail guide every project**, transforming creative visions into authentic, finely crafted garments.



My *Creative* Process

STUDIO [ ]

COLLECTION DEVELOPMENT

1. Authenticity

For me, every collection begins with a clear and recognizable vision, deeply rooted in brand values and in the culture of Made in Italy. Identity is not a trend; it is a conscious and intentional construction.

2. Research

Research is at the core of my creative process. I carefully explore fabrics, shapes, color palettes, and volumes, bringing together aesthetics, function, and innovation in every design choice.

3. Construction

I believe creativity must be grounded in a solid structure. For this reason I approach every project with a methodical process, technical precision, and careful oversight of each stage, from concept and prototyping to final production.

4. Balance

My vision of style is a synthesis of elegance and functionality. Each garment is conceived to be beautiful, wearable, and well-constructed, respecting both its identity and its purpose.

5. Evolution

I work in a constant dialogue between tradition and innovation. Each collection is an opportunity to interpret change and present a personal, refined, and contemporary vision.

Milena Motta Studio

FASHION DESIGN AND CREATIVE DIRECTION STUDIO
COMBINING VISION, PRODUCTION STRATEGY, AND
LEADERSHIP. ROOTED IN THE CULTURE OF MADE IN
ITALY, WE BRING STYLE AND CRAFTSMANSHIP TO
INTERNATIONAL MARKETS. THANKS TO A NETWORK
OF ITALIAN AND INTERNATIONAL LUXURY SUPPLIERS,
AND EXTENSIVE EXPERIENCE WORKING WITH GLOBAL
BRANDS, WE GUIDE COLLECTIONS WITH EXPERTISE,
FLEXIBILITY, AND PRECISION.



25+

Years of experience in the fashion industry

6+

Selected collaborations with **Fashion Houses**

10000+

Garments designed and developed

WORKS

SERVICES

Work with Milena Motta Studio.

1. Comprehensive creative vision

From the initial concept to the finished garment, we oversee every stage of the creative process with precision.

2. Strategic problem solving

We identify and solve production challenges, ensuring quality, feasibility, timelines, and cost efficiency.

3. Flexibility and adaptability

As the industry evolves rapidly, the studio collaborates with young teams, new technologies, and innovative production methods.

4. Network and Credibility

The studio has established connections with suppliers, workshops, and artisans, an invaluable asset.

5. Leadership and mentorship

A studio with our experience knows how to lead teams, inspire them, and pass on expertise.

From sketch to design, Milena Motta Studio shapes a distinctive style.

We are able to respond effectively to the needs of a wide range of projects: womenswear, menswear, sportswear, ready-to-wear, knitwear, leatherwear, and fur.

WORKS

COLLECTION DEVELOPMENT

- Creative Direction
- Brand Identity & Storytelling
- Trend Research & Market Analysis
- Moodboards & Collection Concepts
- Collection Design (RTW, outerwear, knitwear, leatherwear, furwear)
- Product Development & Technical Supervision
- Prototype Fittings & Garment Refinement
- Fabric Selection & Material Research
- Supplier & Pattern Maker Coordination
- Quality Control & Production Support
- Art Direction for Lookbooks & Photo Shoots
- Strategic Consulting for Collection Presentation
- Supervision of Press Kit & Visual Content Creation
- Collection Development Planning (Time-to-Market)
- Development of Tailored Tools & Processes for the Brand

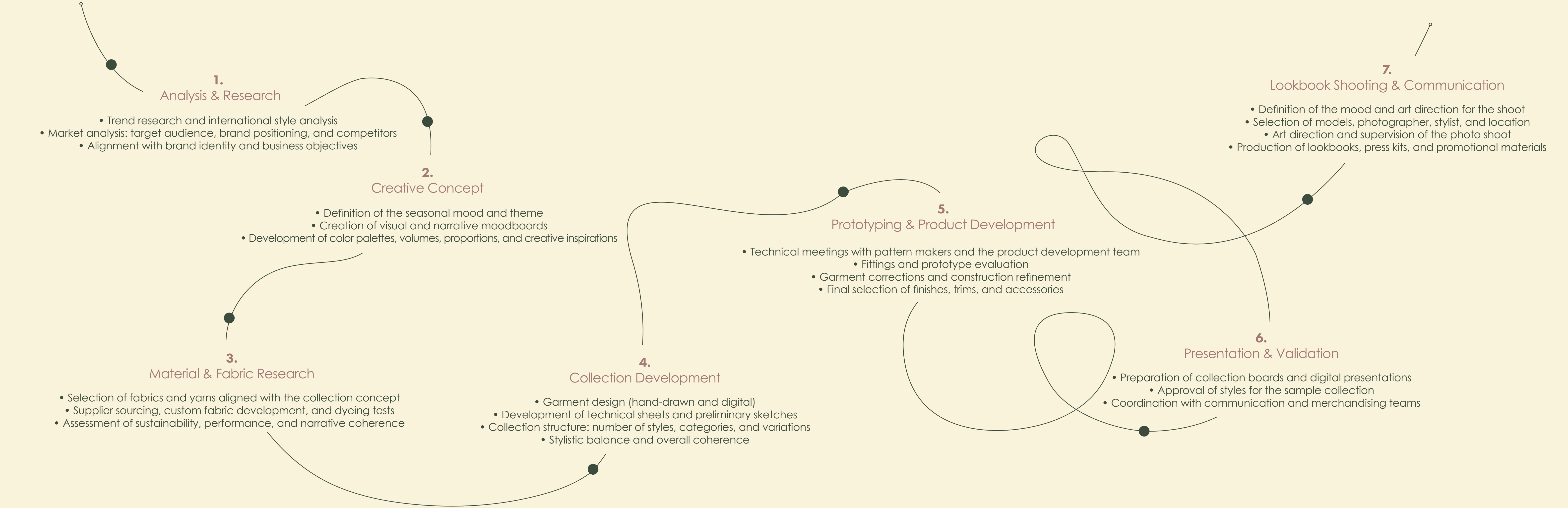
Milena Motta Studio

THE VERSATILITY OF OUR EXPERTISE, COMBINED
WITH THE STUDIO'S FLEXIBILITY, ENABLES US
TO UNDERSTAND AND EXPRESS THE UNIQUE
IDENTITY OF EACH BRAND.

How it works?

Design workflow

An integrated approach to managing both the creative and production processes.



Milena Motta Studio creates collections while overseeing the entire creative process. It expresses elegance through creations that bring feminine sensibility into everyday life, guided by the care and precision of a professional approach.

From the first sketch to the final creation, every detail reflects passion, care, and authenticity.

WORKS

OVER TWENTY-FIVE YEARS OF CREATING,
DEVELOPING, AND BRINGING COLLECTIONS TO
LIFE FOR MADE IN ITALY AND INTERNATIONAL
LUXURY, GUIDED BY CREATIVE VISION AND
TECHNICAL RIGOR.

JO NO FUI

Fay

MooRER
VERONA

* International Brands

BITIO
MILANO

AC504

malo

6TH SENSE 感

F
FLORENCE
INTERNATIONAL
WE MADE

Cruciani

Loro Piana

高梵 GUVET

Kristense[®]
D U N O R D

WOOLRICH

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LANCETTI

manzoni 4S

EP
ELEGANT PROSPER

Montecore

opifici casentinesi



PESERICO
MADE IN ITALY

Mr&Mrs
ITALY

pipigou
皮皮狗

Studio Milena Motta

Fashion Designer & Chief Product Officer

Vision & Values

Studio

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1.

CRUCIANI

2.

LORO PIANA



5.

MANZONI 24



6.

GUDET



4.

FAY



3.

MOORER



7.

MALO



The rarest Cashmere In the world

During my leadership experience at Loro Piana, baby cashmere was one of the most refined areas of my research: **a fiber to be enhanced through exceptional craftsmanship and essential forms.** Every decision was guided by a balance between aesthetic sensibility and absolute quality.





Vicuña Garments

A Natural Fiber of Extreme Luxury

Vicuña demands absolute rigor and profound sartorial expertise: every choice must be calibrated with precision. **At Loro Piana, I guided the process that revealed its most authentic expression.**

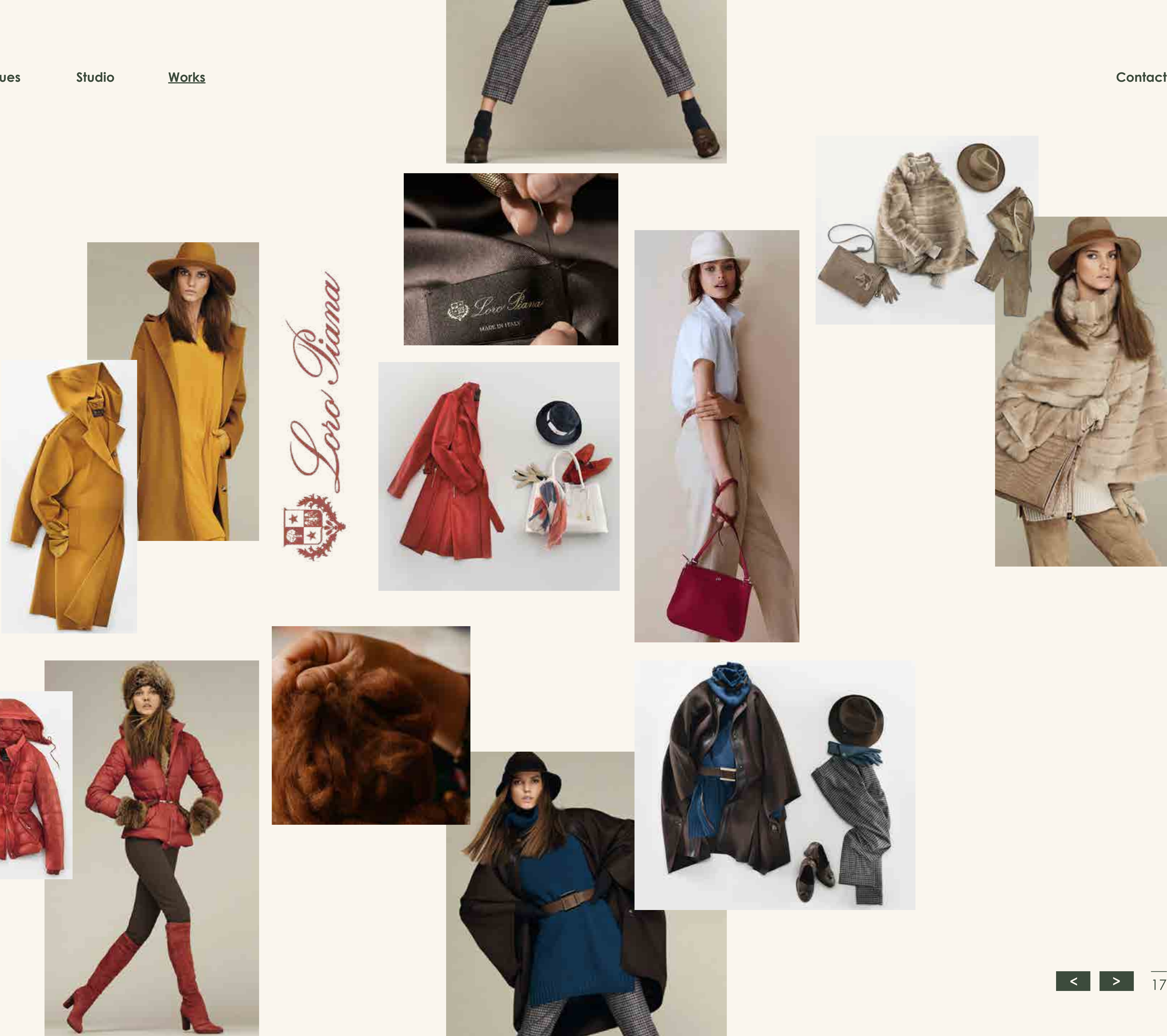


Threads of Light

The Essence of Cashmere

Luxury by Nature

The excellence of materials has defined my journey at Loro Piana: from baby camel to vicuña, through extrafine wools and the lightest, most supple leathers. **An intense path that allowed me to transform exceptional materials into garments that express both natural ease and contemporary elegance.**





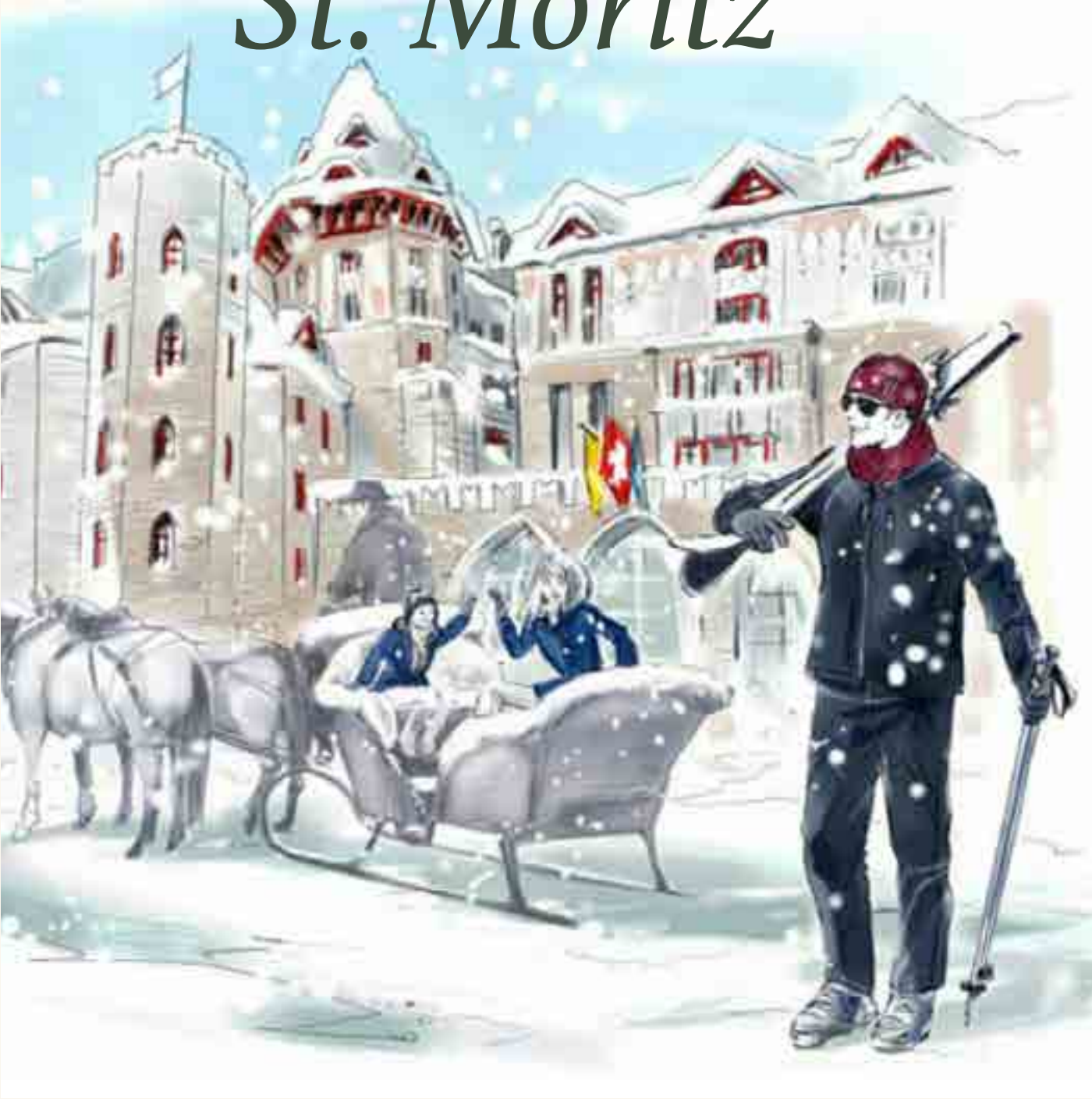
Afternoon
Shopping in
Florence



Leaving
For Vacation



Skiing in
St. Moritz



Outdoor Luxury

Between Italian Heritage

and Chinese Innovation

Loro Piana cashmere meets Guvet technology for a new vision of contemporary luxury.

高梵 GUVET



A Strong Relationship
with the Chinese Market

Milena Motta Studio develops ongoing freelance collaborations with some of the leading Chinese high-end companies, creating collections specifically designed for their market. Over nearly a decade, **this path has built a deep understanding of the expectations of the Chinese high-end consumer and of the dynamics that define value, quality, and product coherence.**



This experience includes direct engagement with key players in the cashmere supply chain and with highly specialized production environments. **Today, the studio collaborates with Qinghe, China's most important cashmere district, in Hebei Province,** working on materials, prototypes, and product development through an approach defined by rigor, sensibility, and strict quality control.





malo



Timeless *Craftsmanship*

Precious yarns, absolute care, and the savoir-faire of exceptional craftsmanship. **In my role as Creative Director, I shaped an aesthetic that celebrates MALO's heritage,** transforming tradition and artisanal mastery into authentic and timeless luxury.



malo



Between Light Threads *and Suspended Time:* Subtle Elegance

malo

Essential lines, balanced volumes, and precious yarns shape a collection that reflects MALO's sophisticated identity. **Milena Motta Studio x MALO, timeless luxury.**





Cruciani

Cashmere Threads *That Become* Style

A balance between Umbrian heritage and contemporary research. **Authentic, quiet, timeless luxury.**



Milena Motta Studio

Fashion Designer & Chief Product Officer

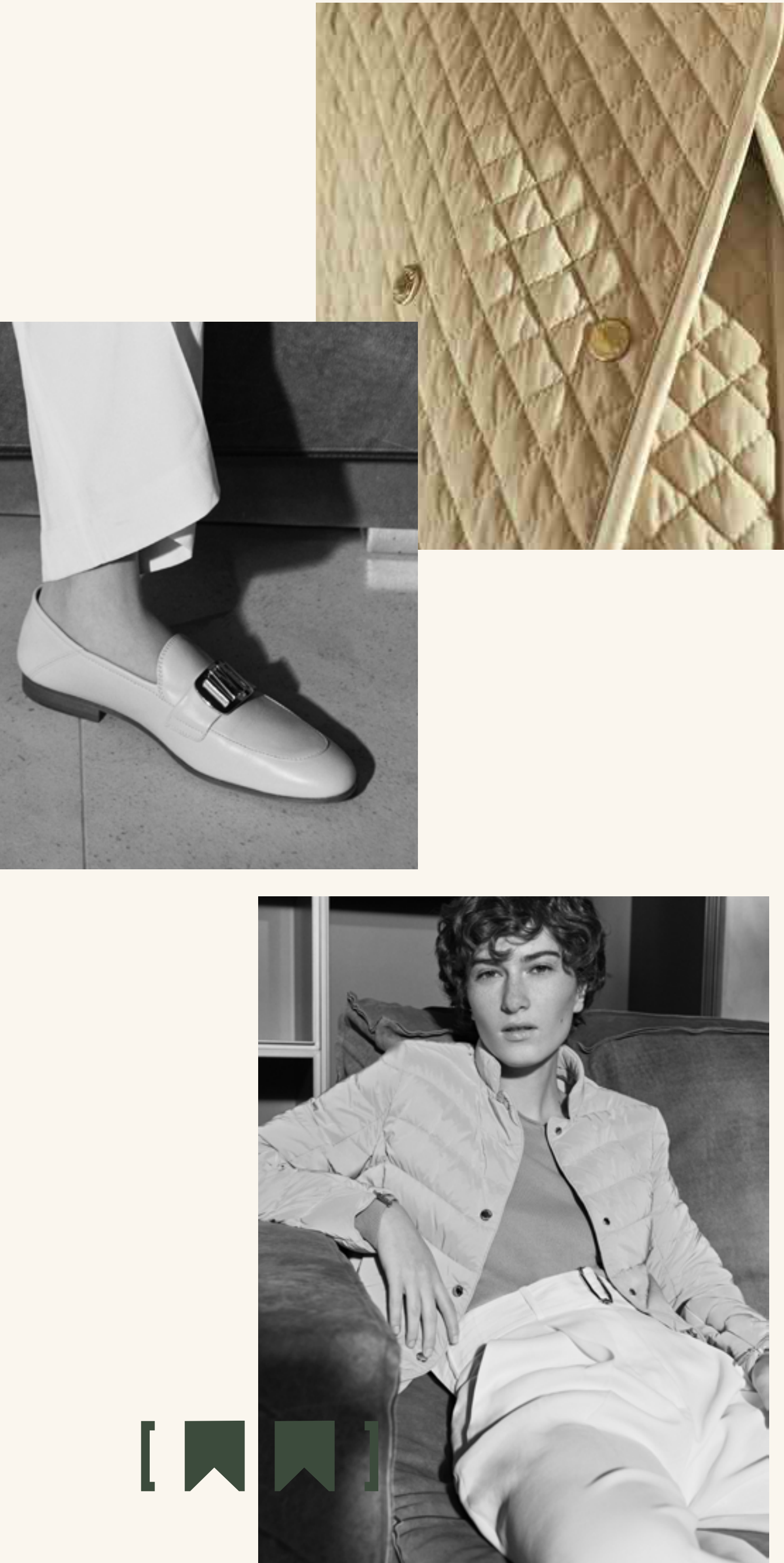
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Authorial

Outwear

Form, **Function**, Style.



MooRER

VERONA





MooRER
VERONA





Contact



MooRER
VERONA

The Silence of Form: Fabrics & Stories

Functional luxury, exceptional materials, and formal rigor. **The timeless identity of MOORER.**





Chromatic Heritage in the City

Fay

Multicolour quilting structured on refined silhouettes:
a creative vision that evolves Fay's identity through
vibrant, functional pieces perfectly aligned with
contemporary urban style.





American Workwear Heritage

A reinterpretation of American workwear through an urban perspective and Italian elegance. **A double jacket in Shetland and a velvet double coat, paired with a down gilet and the iconic hook.** A perfect balance of functionality, quality, and style.

Fay

A Dialogue *Between Form, Fabric and Space*

Natural leather and noble wools engage in dialogue with the architecture of the space, creating **a balance of volumes, textures, and warm tones.**

manzoni **4S**





manzoni42



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Vision & Values

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