

EXECUTIVE LUXURY WEB RESUME

Milena Motta

Luxury Product Strategy
& Creative Direction

PRODUCT LEADERSHIP • COLLECTION STRATEGY • MADE IN ITALY EXCELLENCE •
GLOBAL LUXURY MARKETS

25+

YEARS OF MADE IN ITALY EXCELLENCE

A strategic and creative vision of luxury product,
from collection architecture to industrial
execution.

Executive Profile

For over twenty-five years, Milena Motta has been shaping high-end fashion collections at the highest level of Made in Italy excellence.

Her expertise combines creative direction, product strategy, collection development and technical leadership, transforming brand vision into coherent, innovative and industrially feasible collections.

Throughout her career, she has collaborated with some of the most prestigious names in international luxury fashion, including Loro Piana, Malo Cashmere, Fay, MooRER, Woolrich, Cruciani and Manzoni24.

Her profile integrates womenswear, outerwear, knitwear, cashmere, noble materials and luxury product development, with a strong ability to guide complex creative and production processes.

Her international experience spans Europe and China, with a particular focus on premium cashmere, noble fibers, luxury supply chains and contemporary product positioning for global markets.

Core Expertise

01

CREATIVE DIRECTION

Development of luxury brand identity through collection architecture, product storytelling and creative vision.

02

PRODUCT STRATEGY

Definition of product structures, merchandising logic and seasonal collection planning aligned with market objectives.

03

LUXURY DEVELOPMENT

Management of the full product lifecycle from concept to industrialization, ensuring excellence in quality, fit and execution.

04

NOBLE MATERIALS

Cashmere, baby cashmere, vicuña, fine wool, silk, luxury outerwear fabrics and high-end artisanal manufacturing processes.

05

SUPPLY CHAIN

Coordination of suppliers, manufacturers, pattern makers and production teams across international luxury networks.

06

LEADERSHIP

Management of multidisciplinary teams, creative mentoring and cross-functional coordination between design, product and production.

Career Timeline

2012 — PRESENT

Creative Director & Product Consultant

INDEPENDENT LUXURY FASHION CONSULTANT

Strategic consulting and creative leadership for international luxury brands and manufacturers.

- Creative direction and collection development
- Product strategy and merchandising architecture
- Product development supervision
- Supplier and production coordination
- Luxury market positioning and projects for European and Asian markets

2018 — 2019

Creative Director

MALO CASHMERE

Creative direction for women's and men's collections, with a focus on collection vision, material research, technical innovation and reinforcement of the brand's heritage through contemporary luxury positioning.

2003 — 2012

Head of Product & Style Coordination

LORO PIANA

Leadership role within one of the most prestigious luxury houses in the world, with responsibility for product development coordination, womenswear collection

supervision, luxury material research and process management between design, product and production teams.

Extensive experience with cashmere, baby cashmere, vicuña, baby camel and exclusive luxury fibers.

1998 — 2001

Senior Designer & Style Manager

FAY — TOD'S GROUP

Development of contemporary luxury womenswear and outerwear collections, with responsibility for collection design, product development, style coordination and production interface management.

04

Selected Brands

LORO PIANA	MALO CASHMERE
FAY	TOD'S GROUP
MOORER	WOOLRICH

PESERICO	CRUCIANI
MANZONI24	KRISTENSEN DU NORD
OPIFICI CASENTINESI	MR & MRS ITALY
GU VET CHINA	EP YAYING CHINA
PIPIGOU CHINA	QINGHE CASHMERE PROJECTS

05

International Experience

A bridge between European luxury culture, Made in Italy excellence and emerging Asian luxury markets.

Over the last decade, Milena Motta has developed significant experience within the Chinese luxury market, collaborating with manufacturers, textile districts and premium brands specializing in cashmere and luxury apparel.

Her expertise combines European luxury heritage, deep knowledge of the production supply chain and an understanding of the evolving needs of contemporary Asian luxury consumers.

“Luxury is the balance between timeless elegance, exceptional materials and impeccable execution.”

Education

NABA

Nuova Accademia di Belle Arti
Milan

MIDA

Business Management Program
Leadership & Communication
Milan

Executive Search

CREATIVE DIRECTOR • PRODUCT DIRECTOR • CHIEF PRODUCT OFFICER • HEAD OF
PRODUCT DEVELOPMENT • COLLECTION DIRECTOR • LUXURY FASHION CONSULTANT
• LUXURY WOMENSWEAR • LUXURY OUTERWEAR • KNITWEAR SPECIALIST •
CASHMERE EXPERT • MADE IN ITALY • LUXURY PRODUCT STRATEGY • COLLECTION
ARCHITECTURE • LUXURY MANUFACTURING • CHINA MARKET EXPERT •
INTERNATIONAL PRODUCT DEVELOPMENT

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