

# ANNA MARONCELLI

## PROFILE

I am a professional in the fashion industry with more than 9 years of experience as a trend forecaster and editor, working as a freelance trend researcher and consultant since 2018. I have a creative and curious approach to research, always up to date to new contents, with a strong sense of colour and an international point of view thanks to my international background. Having worked in Milan and Amsterdam for magazines, brands, agencies and trade shows, I have experience both in the fashion and interior design sector. My consultancy implements brand strategy covering fashion, textiles, colours and interior design materials and atmospheres. I analyze socio-cultural shifts and new values, defining macro-trends and imagining future scenarios.

## EXPERIENCE

- **Freelance trend researcher and consultant in the fashion and interior design industry** - Oct 2018 – present  
*Freelance trend forecaster, consultant and editor:* trend researcher for clients in the fashion and interior design sector, textiles and accessories industry. Colour directions, materials, sustainability. Visual trend stories and moodboards. Consultancy on macro trends, studying the socio-cultural landscape, innovation researcher. Research, photo/concept styling for clients in the textile, accessories and interior field (material boards and still life). Lecturer about trend research and colour trends at fashion courses.
- **IED Istituto Europeo di Design - Accademia Aldo Galli/IED network, Como\_ Lecturer at Master course in Textiles. Design - Innovation – Sustainability** - February 2021 – present  
Fashion Scene: Module 1-> Trends: the course explores different areas of trend forecasting, from a definition and classification of trends to the methods to analyze, research and predict change. Macro trends, socio cultural factors and how they influence value shifts. Colour directions. Future foresight, studying the current scenario by analyzing changing trend forecasting formats and case studies, examples of innovation and sustainability. Exercises to stimulate creativity. Not just fashion: interior design trends & lifestyle trends.

- **Première Vision, Desolina Suter**, Milano/Paris\_ *trend researcher* - January 2019 – present  
Iconographic research: research and identify trend directions, colour trends, womenswear, denim, leather
- **Nuovalibra, Zoomonfashiontrends**, Bologna\_ *trend forecaster and consultant* - September 2017 – present  
trend forecasting, research and trend theme (Zoomonfashiontrends magazine) a 28 pages fashion story, colours predictions, inspirations, material boards (textiles, accessories, material samples).
- **Crowd DNA**, London, *trend illuminator* - trend spotting and socio-cultural analysis on Milan's panorama - February 2024 – present
- **CSM (Centro Sperimentale del Mobile), Florence Architecture University, College of Furnishing and Industrial Design, Nanjing Forestry University**, Firenze, Nanjing\_ *trends & materials researcher* – July - October 2021  
Macro trend mapping and research, materials & innovation research for a report, result of a collaboration between CSM, Florence Architecture University (DIDA, Sustainability research lab) and College of Furnishing and Industrial Design, Nanjing Forestry University, for a Chinese design brand.
- **Fashion Snoops**, New York, USA\_ *retail researcher*: trend analysis and keywords for Milan's fashion and interior retail panorama - May 2019 – March 2020
- **Oltmans van Niekerk**, Delft, Netherlands\_ *researcher for the trendbooks* (Vision, Colour Flow '21), editor for 'Insight+Ideas' on oltmansvanniekerk.nl - October 2018 – January 2020
- **Università di Bologna**, Rimini Campus\_ FAST - Second cycle degree programme in Fashion Studies \_ *Guest Lectures about 'Trend Research, Analysis and Future Prediction'* - December 2019, December 2020, December 2021  
March 2022 – *Launching of the quali-quantitative survey "Gen Z and the future: living the change. A research on trends and emerging values."*, in collaboration with CLAM (Culture e pratiche della moda) during a lecture at "Strategie e marketing della moda" course: the questions, crafted for the survey, had the aim to evaluate Gen Zers awareness, attitude and behavior towards sustainability and their vision of the future.
- **Unicollege SSML** (Gruppo Adiuva), Milan\_ *Master Buyer 2.0: professional manager in fashion activities \_ A series of lectures about 'Prediction and analysis - trend research'* - February – June 2020
- **Brandmade (Dondup)**, Milan\_ *managing editor and art director at D360 web magazine (bilingual)* - November 2018 – May 2019  
. managing the editors from different countries all over the world; art direction  
. content research: lifestyle, fashion, interior design, wellbeing, travel, music  
. editorial planning, social media and newsletter planning
- **Frame**, Amsterdam, Netherlands\_ *web editor for frameweb.com* (interior design, with a focus on innovative spatial design) - March – September 2018
- **Nuovalibra (Zoomonfashiontrends, Showdetails)**, Bologna\_ *trend forecaster, researcher and editor* – February 2012 - August 2017 (permanent)  
. *trend forecaster*: Zoomonfashiontrends magazine, a 28 pages fashion story, colors predictions, inspiration content research, materials boards.  
. *editor*: Zoomonfashiontrends, Showdetails, Previous, Precollections magazine, research, reviews and editorials, in charge of colours palettes. *Photo styling* and material research.  
. *tailored trend consulting*: research for clients in the textile and accessories field: colours, materials, shapes/ social media planning - catwalk analysis reports (trends, materials, colours, shapes, accessories, details, decorations, prints, etc.)

- **Member of the Professional association of Journalists**, Italy – since February 2016
- **Fractals**, Milan\_ *editor and trend researcher* (Beauty and Wellness) for fractals.it website – 2015 - 2016
- **Condè Nast/Glamour**, Milan\_ *intern at Glamour magazine* - May – November 2012  
. fashion editor, stylist's assistant, seasonal trend research
- **Aeffe, Alberta Ferretti**, Milan\_ *press office intern* (Alberta Ferretti, Pollini, Cacharel) - October 2011 – April 2012
- **Fuorisalone**, Milan design week\_ *set design project at Brera Design District* - April 2010

## EDUCATION

2003-2008 **Liceo Classico Giulio Cesare**, Rimini - classical studies diploma

2008-2011 **Istituto Marangoni**, Milan - graduated in fashion styling

2016-2017 **NABA**, Milan - 'Marketing and communication in the creative field' course

## COMPETENCES

*Adobe* (Photoshop, Indesign, Illustrator, Lightroom); *Microsoft* (Office, Word, Powerpoint, Excel)

## LANGUAGE SKILLS

Italian: native

English: professional

German: basic

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