

Maria Ida De Ioanni

Short bio

I graduated with a BA in Design and Visual Communication from the Polytechnic of Turin in 2020. I then moved to Paris where I completed my Master of Arts in Fashion Studies, specialising in fashion heritage communication and fashion archives visual and textual activation. My previous experiences in the field of fashion heritage have been with L'Officiel de Couture et de la Mode as a visual researcher and content writer for the book L'Officiel 100, published in 2021. I subsequently interned for Christian Louboutin archives, Hermès Conservatoire and worked for Ferragamo's heritage department as mediator and executive throughout 2023. Currently researching in the field of Mediterranean fashion heritage and post-colonial interactive creation of meaning in the social media era.