

ROMINA

Creative Director

Brand Identity

From concept to
market: creating visual
worlds, products, and
tangible value.

TOSI

Fashion Strategy

Portfolio

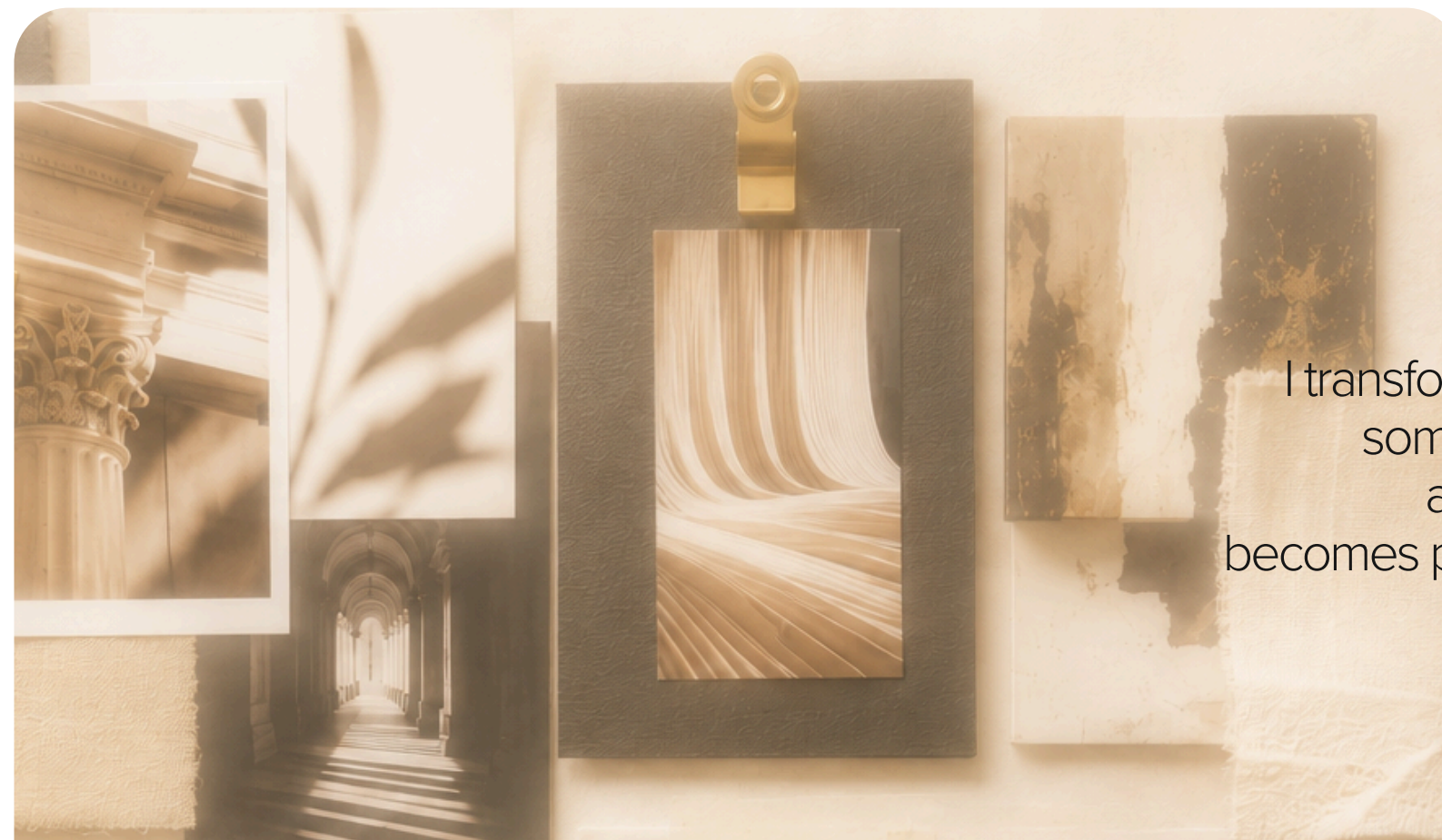




WHO I AM

I am a Creative Director, Brand Manager, and Fashion Strategist with over thirty years of experience in luxury, premium, and contemporary fashion.

I combine creative vision, industrial expertise, and commercial sustainability: I transform a brand's DNA into coherent collections, recognizable imagery, compelling storytelling, and desirable products.



I transform the ordinary into something exceptional:
a creative vision that becomes product, image, and value.

FASHION



ACCESSIBLE LUXURY

Care, consistency, and perceived quality.

CONTEMPORARY CULTURE

Trends, consumer behavior, and desire.

COMMERCIAL SUSTAINABILITY

Beauty that works and endures over time.

EDITORIAL ART DIRECTION

Rhythm, imagery, and storytelling.

BRANDING

Clear and recognizable identity.

AS A BRAND LANGUAGE

Fashion is a living system:
aesthetics, product, pricing,
communication, and market
positioning must all tell the same
story.



A STORY, NOT A CATALOGUE

01 - BREND ECOSYSTEM / TreXsette - The Last Fashion

02 - GURU / Brand direction

03 - PAPERLACE - KI6? / Licensing & Identity

04 - MAX MARA / Collection coordination

05 - TRUSSARDI / Premium product process

06 - PINKO - TOY GIRL - MASKA / Foundation

WB - World Building / References / Future Vision

01 – BRAND ECOSYSTEM

Brief

Define a distinctive identity for proprietary brands and private labels, translating market needs into a recognizable creative language.

Insight

Product personality is born from the balance between details, materials, colors, and perceived value.

TreXsette & The Last Fasion.

Creative direction and management for proprietary brands and Italian and international private labels.

Coordination of external consultants, clients, design, prototyping, production, and marketing.

Concept

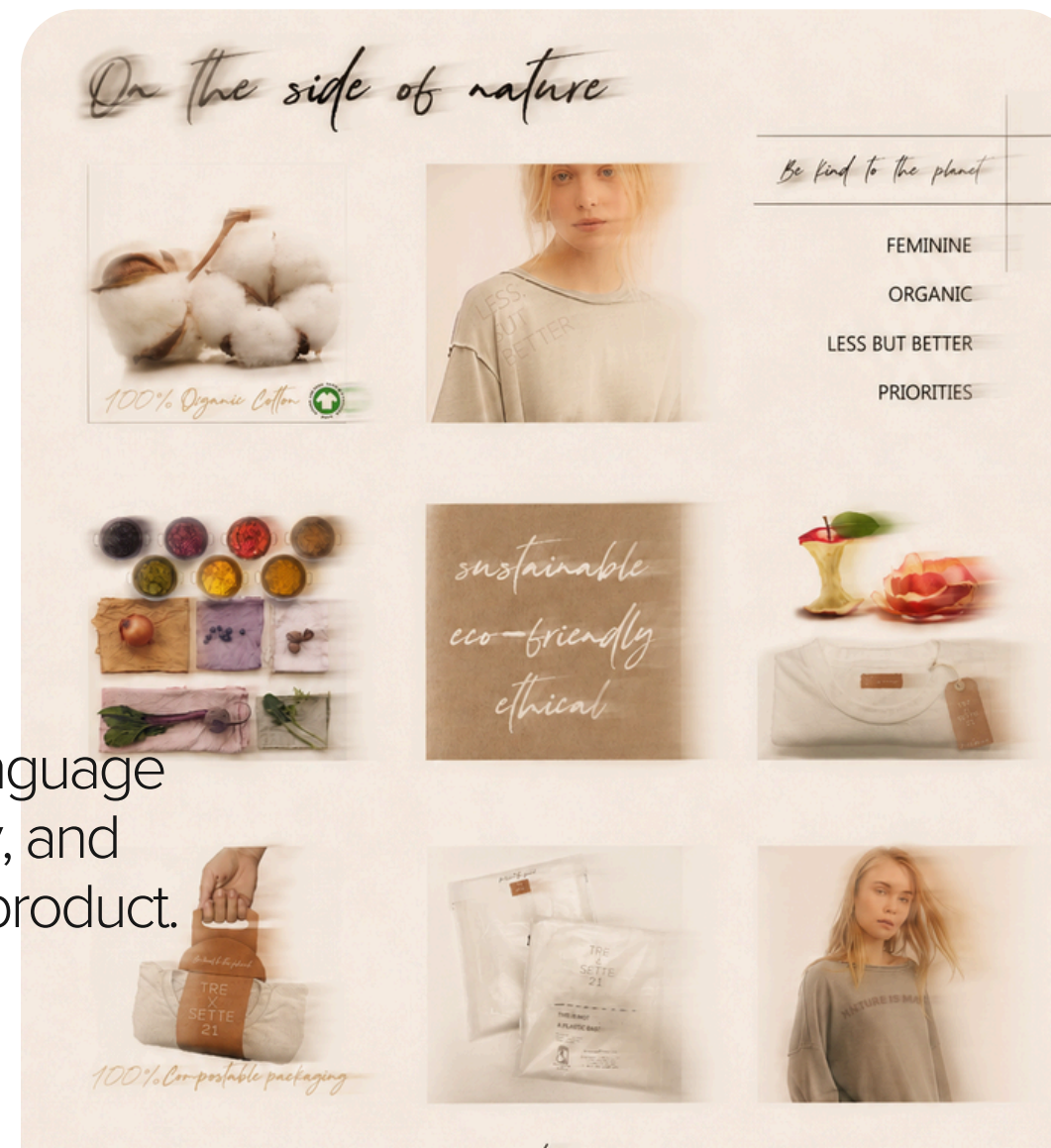
Build a contemporary language through prints, embroideries, treatments, and artisanal details able to differentiate the collection.

Execution

Creative direction and coordination of the entire process: research, product development, suppliers, prototyping, production, communication, and marketing.

Outcome

Creation of a recognizable brand language that combines creativity, accessibility, and the commercial sustainability of the product.



On the side of nature



Be kind to the planet	
FEMININE	
ORGANIC	
LESS BUT BETTER	
PRIORITIES	



WE CAN CHANGE THE WORLD WITH A LITTLE THINGS	A BETTER US IS COMING
Designed by T L A S T	
H E F A S H I O N ®	

Research

Trend, market, and competitor analysis to define a visual territory and opportunities for differentiation.

Moodboard

Development of aesthetic references, color palettes, materials, silhouettes, and storytelling.



Collection

From merchandise structure to sample development: timing, costs, quality/price balance, fittings, and prototypes.

Go to market

Showroom, retail, sales presentation, communication, advertising campaigns, and digital content.

02 - BRAND DIRECTION

A DEVELOPMENT METHOD:
FROM CONCEPT TO
MARKET



BRIEF

Managing large-scale collection growth while preserving brand identity, perceived quality, and overall consistency.

INSIGHT

Creativity becomes valuable when supported by method, organization, and strong process control.

CONCEPT

Creating recognizable and scalable collections where design, merchandising, and brand image work together as an integrated system.

EXECUTION

Coordination of the creative team, product development, suppliers, costs, pricing, quality control, and relationships with the sales network.

OUTCOME

Strengthening the brand identity through a more structured development process, with greater control over timing, quality, and stylistic consistency.



03 - LICENSING & IDENTITY



BEAUTIFUL TOGETHER

CUSTODIRE DNA E DESIDERIO

Brief

Interpreting the DNA of a licensed brand while maintaining its recognizability, desirability, and relevance in the contemporary market.

Insight

A successful licensing project comes from balancing respect for the original identity, creative evolution, and product sustainability.

Concept

Renewing the brand's stylistic language while preserving its distinctive codes and relationship with the final customer.

Execution

Creative direction, collection development, image creation, communication, and coordination between creativity, production, and market needs.

Outcome

Evolution of the brand language while respecting its DNA, ensuring stylistic continuity, contemporary relevance, and commercial coherence.



Insight

British eclecticism combined with contemporary femininity. A distinctive and instantly recognizable code.

Execution

Creative direction, collection development, visual storytelling, and alignment with market positioning.

Concept

A feminine, elegant, and playful wardrobe with a dialogue between past, present, and future.

Outcome

Consistency of brand language across six seasons, from FW19 to FW22.

PAPERLACE

ki 
WHO ARE YOU?

Insight

Romanticism, independence, and femininity can coexist within a contemporary image.

Execution

Collection development, visual identity, product coordination, and communication.

Concept

A brand experience focused on beauty, individuality, and female empowerment.

Outcome

Two key seasons, FW21 and SS22, developed with a clear and distinctive vision.



04 - COLLECTION COORDINATION



Marina Rinaldi - Max Mara

Coordination and design management of the development process up to the sample collection stage, with attention to feasibility, brand DNA, and commercial objectives.

Brief

Transforming a creative idea into a feasible collection while maintaining the brand's quality standards and identity.

Insight

Perceived quality arises from the continuous dialogue between creativity, technical expertise, materials, and production feasibility.

Concept

Finding the balance between elegance, fit, innovation, and market expectations.

Execution

Coordination of the development process: sketches, pattern making, materials, fittings, suppliers, costs, price lists, and collection presentation.

Outcome

Translating the creative vision into an industrialized product aligned with the brand positioning and commercial objectives.

05 - PREMIUM PRODUCT PROCESS



PREMIUM SAMPLE
DEVELOPMENT AND
OPERATIONAL
COORDINATION OF A
PREMIUM BRAND FOCUSED
ON PROTOTYPES, FITTINGS,
COST, MARK-UP STRATEGY
AND SALES PRESENTATION

BRIEF

Supporting the development of a premium line while ensuring quality, technical feasibility, and consistency with the brand positioning.

INSIGHT

In premium products, every detail must contribute to the perception of value and the recognizability of the collection.

CONCEPT

Building a contemporary denim and casualwear language that balances style, quality, and market appeal.

EXECUTION

Management of sample development, prototypes, fittings, suppliers, costs, pricing structures, and sales presentations.

OUTCOME

Greater integration between product development, technical feasibility, and the premium positioning of the collection.

06 - FOUNDATION



The creative foundations: trend research, moodboards, total looks, fabrics, fittings, pre-production, and market-oriented products.

Brief

Developing collections capable of transforming creative research and trends into desirable products aligned with the target audience.

Insight

A commercial product becomes distinctive when it is built upon a clear vision, research, and attention to the brand's codes.

Concept

Exploring materials, treatments, volumes, and details to build a contemporary and recognizable language.

Execution

Trend research, design, product development, material selection, fittings, supplier management, assortment planning, and collaboration with marketing and sales teams.

Outcome

Building a market-oriented design approach where creativity, product, and identity interact in a coherent way.

WB - WORLD BUILDING /



Heritage

Memory, archive, quality.

Pop

Energy, color, immediacy.

Made In Italy

Process, craftsmanship, product culture.

Digital

Content, e-commerce, storytelling.

Nature

Textures, imperfections, details.

REFERENCES

Photography, miniatures, gardening, graphic design, 3D planning, painting, and creative cooking: my creative universe is also shaped outside the world of fashion.

I observe forms, proportions, atmospheres, textures, and everyday gestures.



FUTURE VISION

I create connections between identity, product, and market. I support brands, companies, and creative realities in building or evolving a recognizable language, transforming vision into collections, experiences, and strategies with concrete and long-lasting value. My goal is to create communities: a vision that does not end with a single season, but builds lasting value, products, identity, and meaningful relationships with the market.



MY CREATIVE SYSTEM

A method that connects intuition, product, image, and business.

01

INSIGHT

Understanding the brand, customer, competitors, and desire.

02

VISION

Defining territory, mood, tone of voice, and message.

03

PRODUCT

Collection structure, materials, pricing, and quality.

04

IMAGE

Advertising campaigns, showroom experience, content, and digital platforms.

05

BUSINESS

Timing, profitability, economic sustainability, and brand growth.

ROMINA TOSI



I CREATE CONNECTIONS.
I TRANSFORM VISIONS
INTO REAL VALUE.

I collaborate with brands, companies, and creative organizations to build, evolve, and reposition brand identities, transforming strategic visions into collections, products, and experiences with tangible and lasting value.

AREA OF EXPERTISE

Creative Direction

Brand Strategy & Positioning

Brand Identity & Rebranding

Collection Architecture & Product Vision

Licensing & Brand Extension

Product Development & Go-to-Market Strategy

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GREAT BRANDS ARE NOT
CREATED BY CHANCE.
THEY ARE BUILT OVER TIME.