

## GAETANO ● POLLICE

On March 27<sup>th</sup>, during the academic meeting, Gaetano Pollice told his personal experience and explained to the students of the fashion course of the University of Bologna, Rimini Campus, the new role of designer. He affirmed that creativity is profoundly changed from the past: today we can't consider the fashion designer like the old couturier, because his work isn't the full expression of his creativity, which is strongly influenced by the current crisis and the strong competition that reigns supreme on the fashion world.

Gaetano defined the designer as a dynamic and cosmopolitan person, a curious traveler who is constantly looking for new trends, which can come from many different sources. In addition it must have a good relationship with technology, be open-minded and have a great talent. Then Pollicce talked about what style office and pattern makers need to create a new collection, which must always be characterized by the homogeneity and the wearability. Designs, technical cads and color charts are the main elements in every creative process. Another indispensable ingredient is the moodboard, that contains thoughts, inspirations and references used by designer to stay focused on the style of the collection.

But actually who does establish the trends to follow? He explained that every five years many professionals and experts meet together in Paris to realize the trend-books, books created thanks to the cool hunters' work and then bought by companies. These companies can be specialized in different types of products: they can only produce prêt-à-porter and so present two collections every year; they can create high fashion, just after passing the test of the Chambre Syndicale de la haute couture; they can create flash collection during the year, in addition to the prêt-à-porter; or they can deal with fast fashion.

In conclusion Pollice confirmed that a consultant designer needs to juggle the managerial and the creative components: an example, for the production of leather goods – his area of specialization – he usually goes to foreign factories to improve the product, to remove flaws or to modify it according to the target. Therefore the designer of today plays a vital intermediary role between creativity and management. The designer of today is go-between.

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