

# Tamar Bregadze

Milan, Italy

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[Website](#) / [LinkedIn](#)

## PROFESSIONAL SUMMARY

Head of Creative Direction with a track record of driving brand growth, elevating luxury digital campaigns, and shaping visual identities across international markets. Skilled in leading cross-functional teams, fusing fashion expertise with digital innovation, and transforming insights into measurable results. Expertise in: Creative Direction, Fashion Design, Branding, UX/UI, E-commerce, Luxury Marketing, Textile Research, Digital Storytelling.

## EXPERIENCE

### **Head of Creative Direction | We b0nd, Milan, Italy | Sept 2025 - Present**

### **Content Designer | We b0nd, Milan, Italy | Feb 2025 - Aug 2025**

- Promoted from Content Designer to Head of Creative Direction, leading luxury digital campaigns, e-commerce, and multi-channel marketing.
- Created and launched digital assets (e-commerce visuals, newsletters, social media, motion graphics) that increased engagement from 50% to 70% and boosted open rates by 20%.
- Directed multidisciplinary creative teams to deliver integrated storytelling across web, mobile, and print touchpoints.
- Conducted trend forecasting, competitor analysis, and market research to shape innovative communication strategies.
- Leveraged UX/UI principles to transform customer journey, strengthen brand experience, and drive engagement growth.

### **Fashion Designer | Philagrama, Milan, Italy / Tbilisi, Georgia | Sep 2019 - October 2024**

- Designed and developed ready-to-wear womenswear collections, specializing in tailoring, draping, and textile innovation, ensuring luxury craftsmanship standards.
- Directed creative campaigns, lookbooks, and styling concepts, integrating visual storytelling, branding, and art direction across print and digital.
- Showcased collections at international fashion weeks, overseeing runway execution and backstage coordination, with designs featured in Vogue interview coverage.
- Conducted textile research, fabric sourcing, and sustainable material experimentation, aligning brand identity with eco-conscious and innovative luxury trends.

### **Fashion Designer & Atelier Contributor | Diana Vanes Consulting, Milan, Italy | Mar 2025 – Aug 2025**

- Oversaw the organization and timely delivery of collection pieces for clients, coordinating workflow within the atelier.
- Executed pattern-making, tailoring, draping, and fittings, ensuring garments met luxury craftsmanship standards.
- Supported fabric selection and garment development, aligning technical execution with the brand's creative direction.

### **Multimedia Journalism Intern | Nargis Magazine, Tbilisi, Georgia | April 2023 – Sept 2023**

- Wrote editorials, articles, and copy on fashion and lifestyle, blending creative storytelling with journalistic precision.
- Contributed to editorial planning and content strategy, supporting cross-platform storytelling and audience engagement.

## EDUCATION

### **Master's in Fashion Design | Istituto Europeo di Design (IED), Milan | 2023 – 2024**

- Specialized in sustainable fashion, textile experimentation, and collection development, with focus on luxury RTW.
- Designed and produced a graduate collection, exploring tailoring, material innovation, and contemporary aesthetics.

### **Bachelor of Arts in Graphic Design & Visual Communication | Free University of Tbilisi | 2019 – 2023**

- Focused on branding, visual identity, and digital communication.
- Applied design methodologies to creative campaigns, fashion branding, and multimedia storytelling.

## SKILLS

- Creative Strategy: Brand positioning, storytelling, campaign management
- Digital Tools: Adobe Creative Suite (Ps, Ai, Id, Pr, Ae), Figma
- E-Commerce & Digital: UX/UI, newsletters, digital campaigns, web & mobile interfaces
- Fashion Knowledge: Textile research, tailoring, draping, runway presentation, lookbooks
- Soft Skills: Leadership, adaptability, teamwork, problem-solving
- Languages: Italian (Bilingual), English (Bilingual), Georgian (Native), French (Basic)

## INTERESTS

- Art & Architecture: Passion for modern art movements, museum culture, and architectural design.
- Fashion History & Sustainability: Researching historical tailoring and eco-conscious materials for future luxury.
- Photography & Visual Culture: Exploring storytelling through visual media, exhibitions, and contemporary photography.
- Languages & Culture: Multilingual and passionate about cultural diversity and cross-cultural aesthetics.

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