

Chiara Baratti ———  
————— Portfolio



# Chiara Baratti

01.10.1999  
Swiss Based

## About Me

My name is Chiara Baratti, I am fashion enthusiast and I am a scout in my free time. In addition to my knowledge of fashion product design, management and strategy acquired during my studies, I also learnt how to organise time, people and resources over the course of many years of volunteering as a scout leader.

In 2022, I opened my own small fashion business called [madeby.chiara](https://www.madeby.chiara.com)







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Personal Project

# Blurred Boundaries

Domus Academy

Course: Fashion Management

Academic Year: 2022 - 2023

Professor: Paolo Ruggiero

Author: Chiara Baratti, Carolina Piau, Jiayi Yin,  
Puhai Zhang

## Concept

The concept of the project was to create a collection of garments, sittings and lights starting from visual researches on specific keywords obtained by 4 word researches. The aim was to create a final product experimenting material manipulations.

**CHATEAU  
ORLANDO**

Our group, after analysing Chateau Orlando and similar brands, we came up with the idea of "Blurred Boundaries" between gender, fashion, interiors and patterns. The goal of our strategy is to build awareness as a genderless brand through Luke Hall's creativity, so we first proposed to balance better the merchandise mix in order to give the clients the possibility to have complete outfits and to create more promotion on a brand-oriented basic to express more the creativity of the brand. So, we suggested different example of content for social media promotion like more creative Instagram posts and filters showing both male and female models to reinforce the genderless perception.

Then we planned three different launches (one clothing, one accessories and one home goods) for the new product mix with, for each of it, different promotions and activations. Lastly, we proposed a shoe collaboration with the brand Dr. Martens.

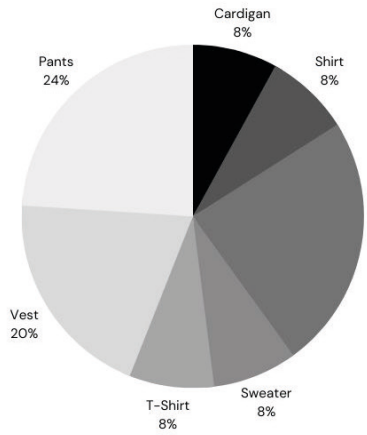
## Timeline of the strategy



Digital Promotion (Instagram Posts + Filters)

Both Gender Models

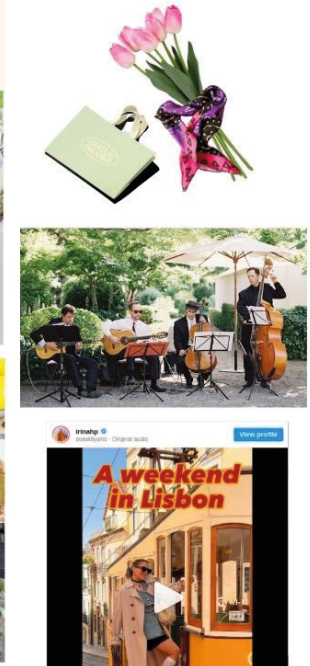
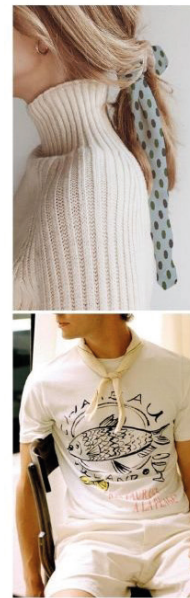
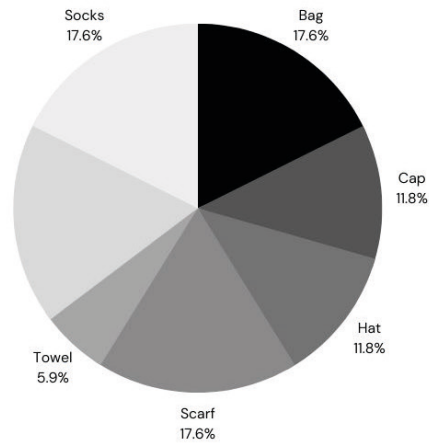
# New Clothing Merchandise Mix



Launch of Bottom Options, Styling Content for Instagram and Opening of Covent Garden (London) Pop Up Store

# New Accesories Merchandise Mix

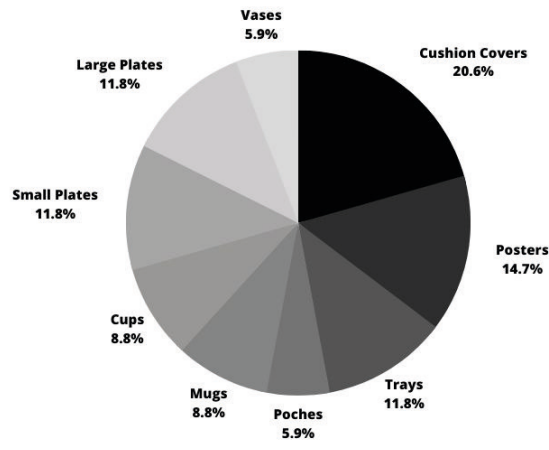
Launch of New Accessories, Styling Content for Instagram and Event "A Tulip for Chateau Orlando" in Agricola delle Meraviglie, Milano to promote the handscarves





# New Homegoods Merchandise Mix

Launch of New Homegoods, Cooking Classes with Luke on Youtube and Opening of Milano Centrale Pop Up Store



Welcome to Cooking with Luke | Direct from his Country House

414 mil visualizações · há 1 ano

Chateau Orlando



## Collaboration

**CHATEAU ORLANDO**



**Dr. AirWair Martens**  
WITH Bouncing SOLES



Shoe collaboration with Dr. Martens available on both brand's websites

# Kitti'Mare

Domus Academy

Course: Fashion Buying

Academic Year: 2022 - 2023

Professor: Saviana Paleari

Author: Chiara Baratti, Yunke Shi, Alara Akyüz,  
Xinrui Liu, Yu Xia

## Concept

The idea of this project was to develop a fashion buying strategy for the brand Kittima, by analyzing the value of the company, finding a possible new market, select a multibrand store and choosing the appropriate products from the F/W 23 collection for that specific market. My group and I, based on accurate research, decided to choose as a new distribution channel the Spinnaker store in Portofino, Italy while selecting the garments suitable for the local climate and the type of customers there.



## New Market Proposal: Spinnaker Boutique in Portofino, Italy



Our group developed a project called Kitti'Mare because we proposed the market of holiday destination on the sea, in particular we choose Portofino as a new location for the distribution channel because this small village is attracting a lot of tourist and also celebrity who are willing to spend more in vacation, we then suggest the Spinnaker Boutique because they have a good variety of brands and products and they have a good presence on social media and on their website. The store has multiple locations on the sea in different part of Italy, and we thought that this could be a future opportunity to expand more the distribution for Kittima.

We then selected the products from the line-up considering that the collection will be sold in summer: we choose light and versatile fabrics and as well for the pieces.

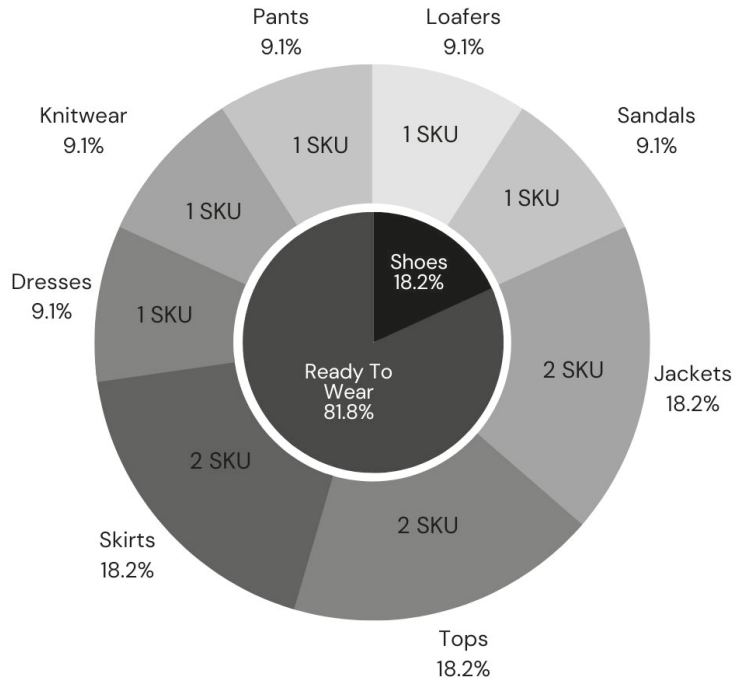


Moodboard

Mix & Match with other brands in the store







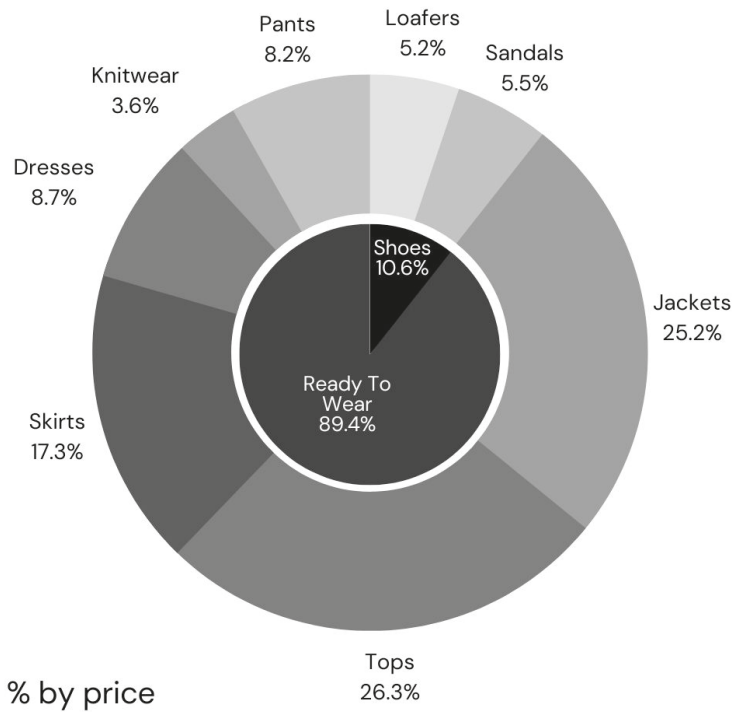
Total Items		
Product	SKU	Total Items
RTW/KN	9	90
Shoes	2	20
<b>Total</b>	<b>11</b>	<b>110</b>

Data of the order from the excell file by items

RTW/KN Sizes			
40/S	42/M	44/L	46/XL
30%	30%	20%	20%

Shoes Sizes						
35	36	37	38	39	40	41
10%	10%	10%	20%	20%	20%	10%



Product	Prices		Total Value
	WS Average Price	RT Average Price	
Jackets	450 €	1215 €	9000 €
Tops	470 €	1269 €	3100 €
Skirts	308 €	831.6 €	9400 €
Dresses	310 €	837 €	1300 €
Knitwear	130 €	351 €	6160 €
Pants	293 €	791.1 €	2930 €
<b>Total RTW</b>	<b>326.80 €</b>	<b>882.45 €</b>	<b>31890 €</b>
Shoes	190 €	475 €	3800 €
<b>Total</b>	<b>324.50 €</b>	<b>869.10 €</b>	<b>35690 €</b>

Data of the order from the excell file by price

# The Clear Collection

Nuova Accademia di Belle Arti (NABA)

Course: Fashion Design IV

Academic Year: 2021 - 2022

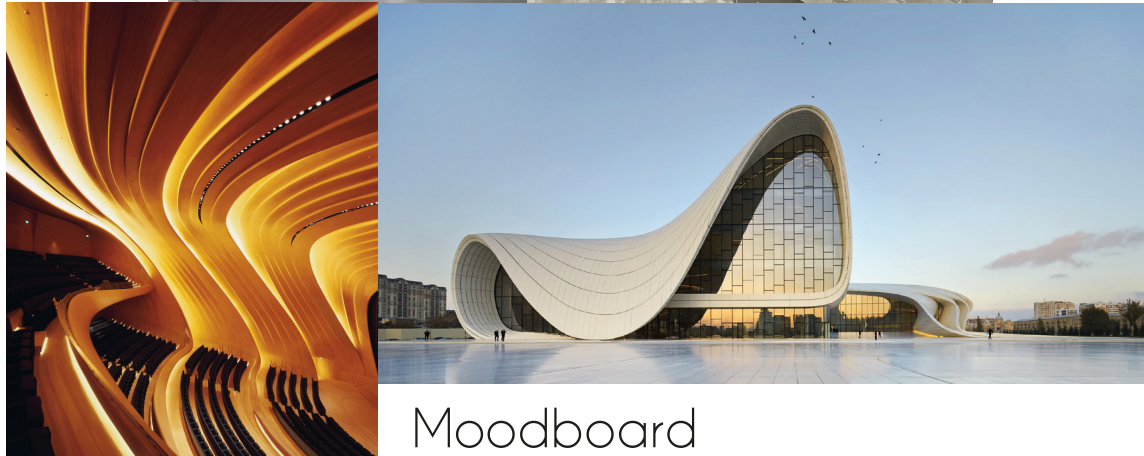
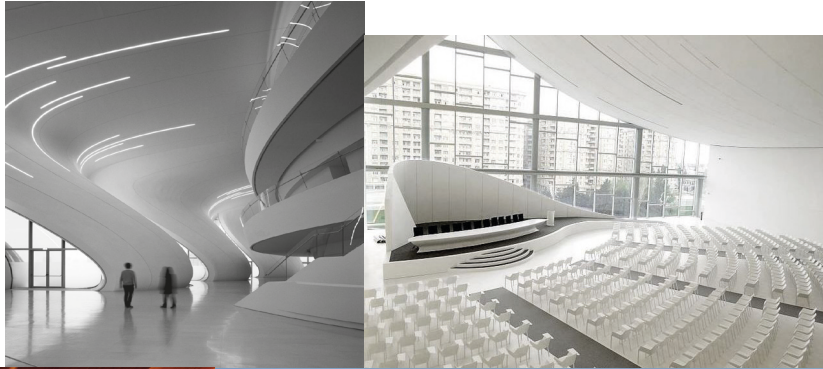
Professor: Debora Sinibaldi - Antonella Forni

Author: Chiara Baratti

## Concept

The idea of this project was to design my personal collection from the general theme "Fashion Landscapes." I developed my collection inspired by "the Heydar Aliyev Centre" in Baku, Azerbaijan designed by Zaha Hadid. I also created a small capsule collection of bags based on the same theme in another class.





Moodboard

### Color Palette



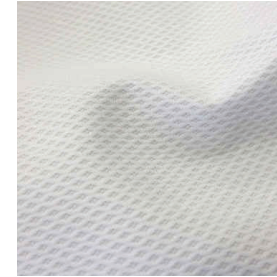
### Fabrics



Cotton Popeline  
100% Cotton Fibers  
100 gr/m<sup>2</sup>



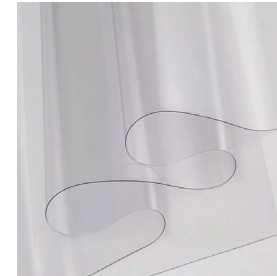
Cotton Canvas  
100% Cotton Fibers  
200 gr/m<sup>2</sup>



Cotton Pique  
100% Cotton Fibers  
220 gr/m<sup>2</sup>



Gabardine  
100% Cotton Fibers  
245 gr/m<sup>2</sup>

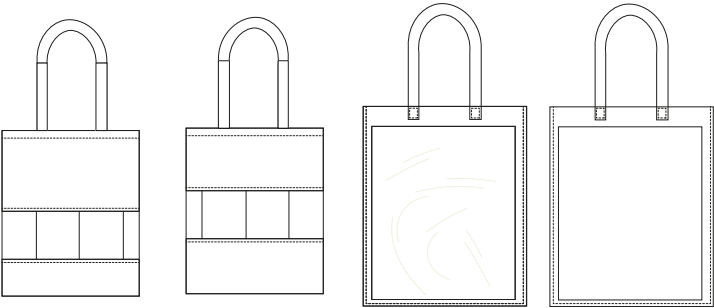
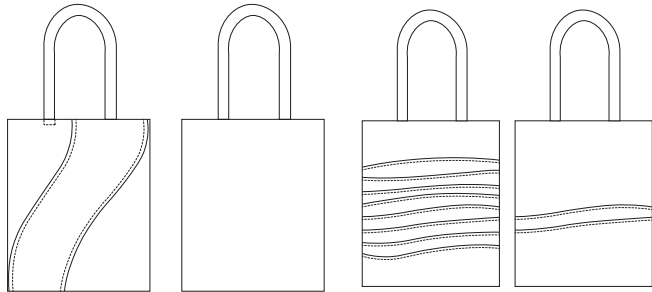
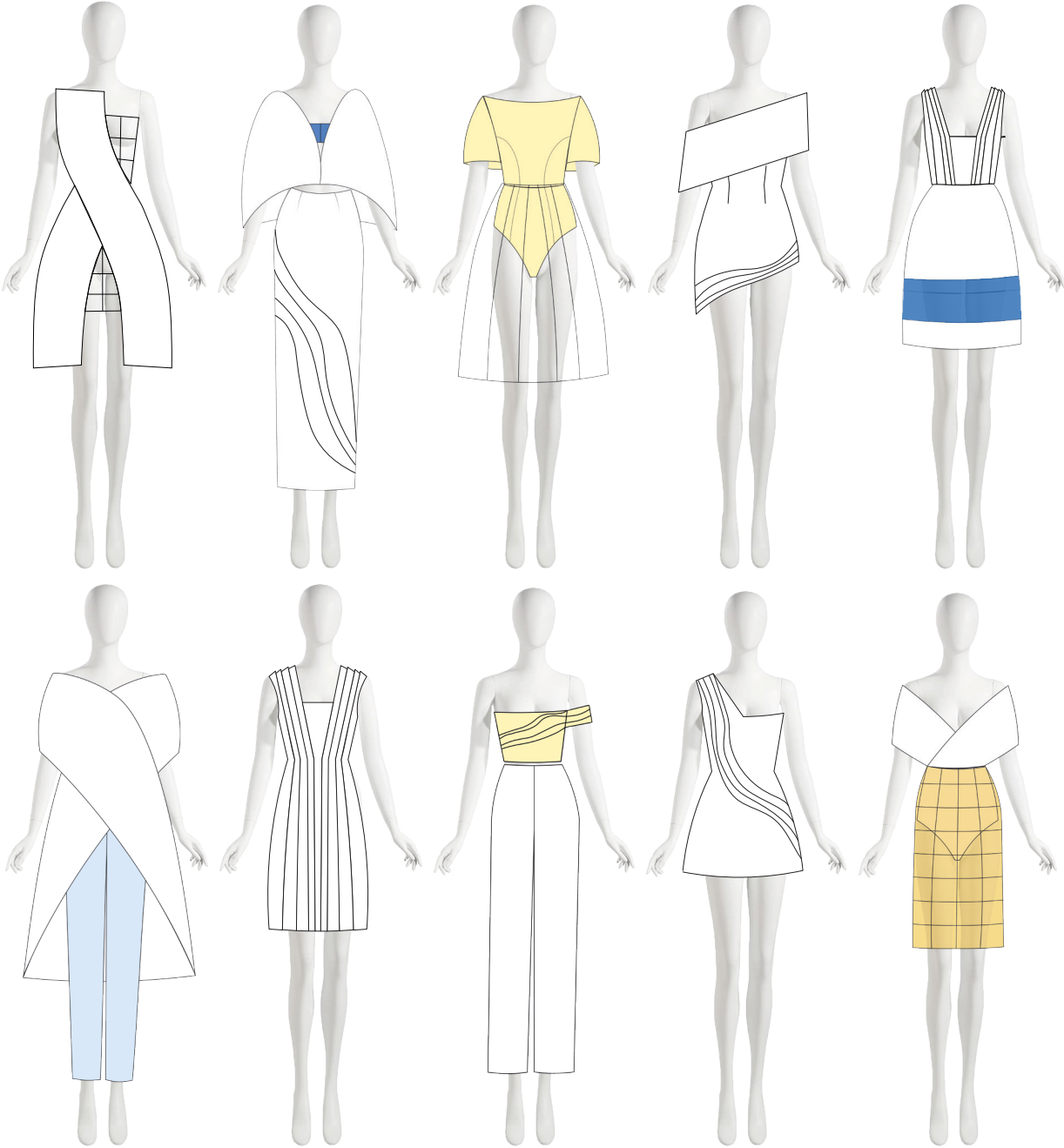


Pvc  
100% PVC Fibers  
350 gr/m<sup>2</sup>



Wool Cloth  
100% Wool Fibers  
500 gr/m<sup>2</sup>

# The Collection



# The Bag Collection





Photoshoot made with the collaboration of Serena Mercadanti



# The Rebellious Classic

Nuova Accademia di Belle Arti (NABA)

Course: Fashion Design III - Man

Academic Year: 2020 - 2021

Professor: Ran Miao - Alice Curti

Author: Chiara Baratti

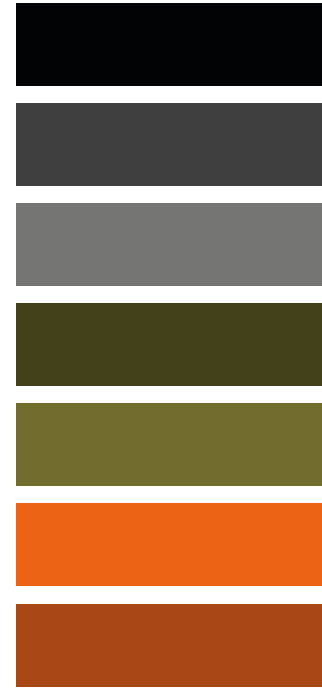
## Concept

The idea of this project was to create a menswear collection based on a concept derived from a research about a brand and another one about an iconic men's garment by, at the end, realing an entire outfit. I chose to develop my concept by bringing together the "bomber jacket" and the Hugo Boss brand, then I designed a collection based on the rebellious man but seen in a classic way and lastly I create an outfit mady by a jumpsuit and a t-shirt.





Moodboard



Color Palette



# The Collection

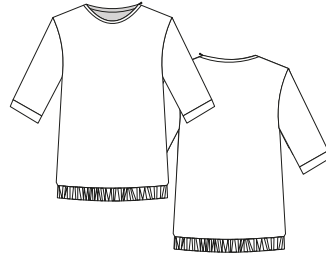
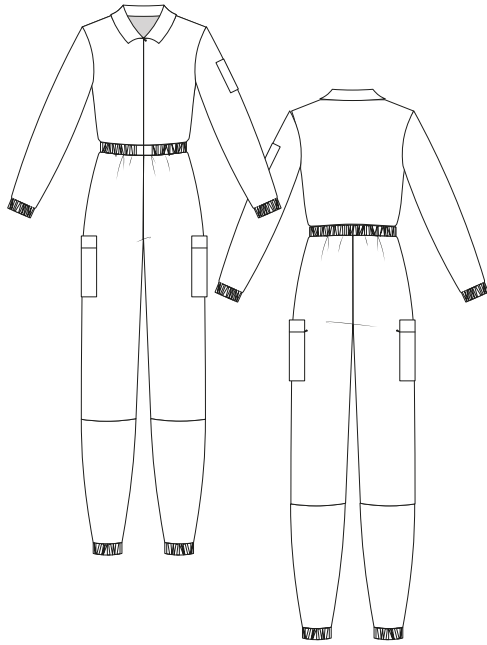
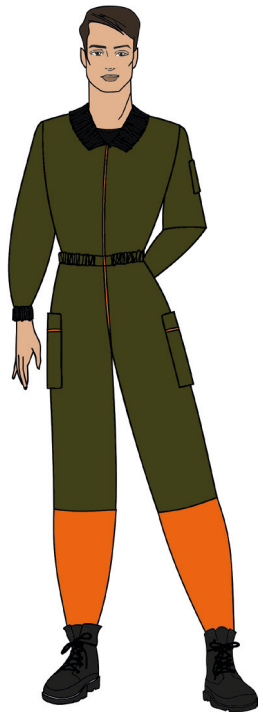




# The Outfit

The Jumpsuit

The Shirt



Final Product

# Reds and Blues

Nuova Accademia di Belle Arti (NABA)

Course: Textile Drawing

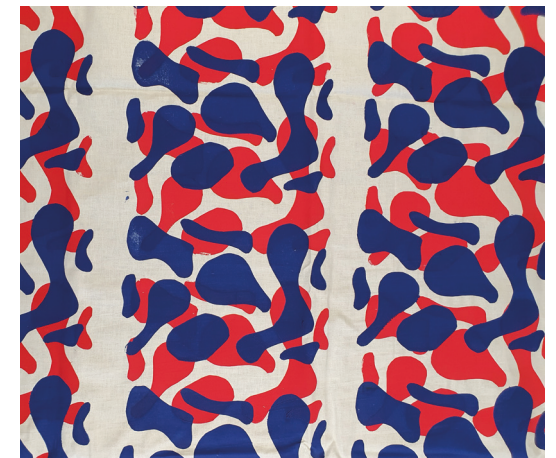
Academic Year: 2020 - 2021

Professor: Giovanni Donadini

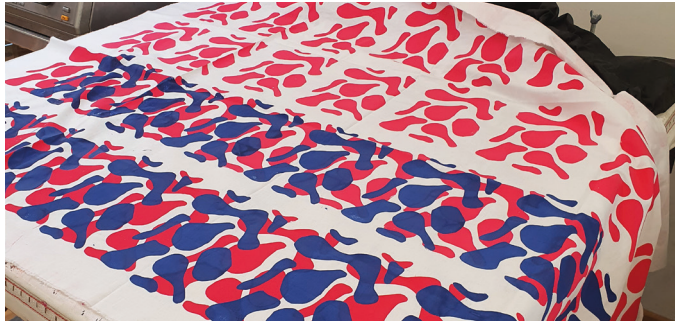
Author: Chiara Baratti

## Concept

The concept of this project was to develop a design on a textile with the knowledge gained during the semester. I decided to develop a mens' total look by dying and printing the fabric by hand with ink and stencil.







Printing of the Fabric



Final Products



# A Journey In Japanese Techniques On A Kimono

Nuova Accademia di Belle Arti (NABA)

Course: Textile Design I

Academic Year: 2019 - 2020

Professor: Silvia Giorgetti

Author: Chiara Baratti

## Concept

The concept of this project was to design a small collection of outfits inspired by a theme of our choice and then develop different fabric manipulation techniques such as dyeing and drawing to ultimately realize a garment. I decided to come up a collection inspired by Japanese Culture and its textile techniques by creating different manipulations of materials and at the end I produced a kimono.





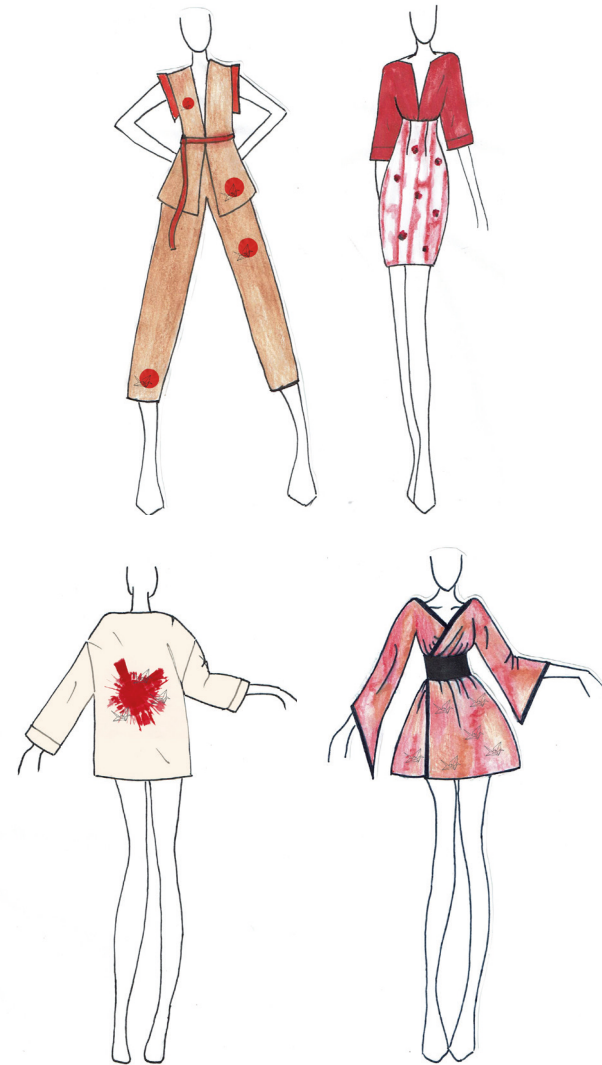


Moodboard



Color Palette

# Material Manipulations



Sketches



Final Product



madeby.chiara

Course: Project Methodology  
Academic Year: 2019 - 2020  
Professor: Luca Belotti  
Author: Chiara Baratti

## Concept

This project started as my thesis where my goal was to build a small fashion brand and create a guideline for it, then I decided to continue its development in my free time by designing other products and participating in small fairs and/or markets.

My products are either present physically at trade shows or online through my website and my Instagram page.

made  
by.chiara

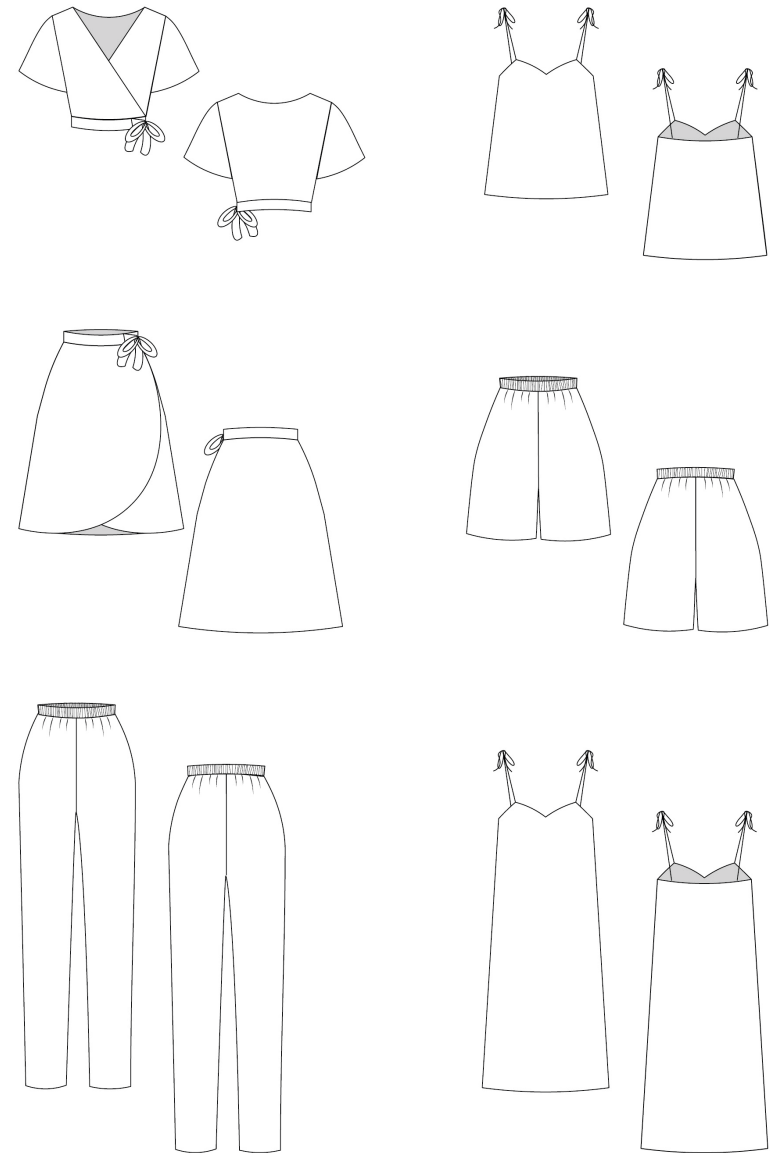




Moodboard



The Fabric



Sketches







Photoshoot

Chiara Baratti  
Switzerland  
01.10.1999

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