

Filippo Piccardi

role

Programme Leader Fashion Styling
Istituto Marangoni School of Fashion London

Born in Italy, he is an expert in the organisation of fashion editorials, photo shoots, fashion show styling, photography and styling research. After his studies at Istituto Marangoni Milano, he worked with brands of the likes of Fiorucci, Rodo and Costume National. He has been responsible for celebrity dressing, editorial selection and daily press monitoring at Dolce & Gabbana press office in Milano. He carried out dressing projects for several Italian celebrities, musicians, actors, and international celebrities such as Madonna, Pussycat Dolls, Charlotte Church, and also organised many fashion shows for Dolce & Gabbana and emergent designers.

After a two-year work experience with Flair Magazine Italy, he moved to UK, where he is currently coordinator of all Fashion Styling programmes and Fashion Styling lecturer at Istituto Marangoni London School. Here he's teaching students how to communicate creative concepts through a series of cohesive and coherent images. Being born and raised in Milan, he uses his Italian background and mixes it with the modern and trendy London style to show students how to create something that is unique, fresh and appealing to a world-global audience. His main goal is to teach students how to think in a fashion forward way to be able to process and translate their ideas into fashion editorials, window displays or advertising campaigns and prepare them to become the next new talent within the fashion styling industry.