

## **Francesco Fioretto**

role

*Programme Leader Fashion Styling*

*Istituto Marangoni School of Fashion Paris*

Francesco Fioretto has studied Design and Visual Communication at Politecnico di Milano. Since 2010 he's been working as a freelance art and creative director in Paris for fashion and Luxury brands, such as Reminiscence Paris, Dear Rose Fragrances, Maria Luisa Paris, David Naman and Mademoiselle Chapeaux, redesigning their identity and moving their communication strategies in digital supports.

Since 2016 he's creative director of Faux Q Magazine, and independent printed thematic annual zine. He designed the new identity of Rouchon Paris and its new digital appzine Hardi Magazine.

He joined Istituto Marangoni Paris in 2014 as a graphic design and art direction tutor, and Unit Leader of the Magazine Design and Final Major Project Units. Since September 2017 he is Programme Leader of Fashion Styling & Creative Direction.