

## **Adi Maoz Cohen**

Adi Maoz Cohen is a Fashion designer, lecturer and the programme leader of postgraduate programmes at Istituto Marangoni Paris.

Adi started her design journey studying BA in Bezalel, the Academy of Art and Design in Israel where she majored in Fashion & Textile Design, Accessory & Footwear Design and Goldsmithing.

During this time she was awarded with two excellence academic awards and graduate her 4 years BA studies with Excellency.

Soon after graduating Adi was hired as a fashion design for “Tamnoon LTD”, a PAP brand (owns more than 100 stores) where she was responsible for 3 wide range clothing lines, managing the graphic design and color & material team for 12 seasons.

From the inspiration trips and exhibitions to the trend research, building the seasonal themes and color palettes, material research and designing a balanced commercial collection for varies customer groups.

In addition, for 8 seasons Adi developed the coordination of the PR & Advertising team with the design studio, created communications concepts while managing creative teams such as web designers, fashion photographers, video art artists, Graphic designers and stylists.

On 2011 Adi was offered a scholarship for the Master course at Istituto Marangoni Paris and decided to take the next step in her design journey.

While studying at Istituto Marangoni she had the opportunity to work with designers such as Josephus Thimistier and India Mahdavi.

Following her studies Adi worked for French fashion houses as Rick Owens and Sandrine Philippe and started lecturing at Istituto Marangoni.

In 2015, Adi successfully obtained a Post Graduate Certificate in Higher Education at Manchester Metropolitan University.

In 2016 she was appointed as the programme leader of postgraduate programmes at Istituto Marangoni Paris.