



WHO AM I?

MARINA RADAELLI: - YOUR PERSONAL STYLE PROJECT

Today, in a world which is often standardised, it is particularly important to highlight each individual's uniqueness.

Marina's experience aims specifically at offering a unique consultancy service which, by working across a range of areas, allows everyone to bring out the “best version of themselves”.

Marina, a freelance consultant and Business Development Representative (BDR) Temporary Manager with over 30 years of experience, is a leading figure for companies and private individuals.

I am a 360° fashion project manager:

Mary's Style is therefore a new business offering a cross-cutting fashion project management service: a well-rounded expert who can work on multiple fronts and handle very different clients, who nevertheless all have in common the desire to improve; in short, I take care of everything related to clothing, beauty routine, grooming, etiquette, lifestyle.

This is how concepts such as Harmony and Fashion Style come to be understood not only as purely aesthetic values, but also become part of our emotional well-being, which manifests and takes on shape and colour. Marina works on the individual person, on their unique qualities, touching on quotidian dynamics experienced by all men and women: clothing, beauty routines, grooming, etiquette, and lifestyle.

HOW I WORK AND THE SERVICES I OFFER?

Through image consultancy techniques (Colour Analysis, Body Shape Analysis, Face Styling, Make-up and Lifestyle Analysis techniques), she offers a “Sartorialist” experience using professional fashion style, tailoring, design, restyling and high-tech AI techniques. The end goal is to assist a range of very different companies and individuals, who all have in common the desire to improve, in an exclusive, targeted, and specific manner.

The consistent image of who we want to be in the eyes of others becomes a tool to feel better within society as well, while improving business performance in different areas, in terms of image and sales.

In her work, Marina also draws on a network of selected companies and craftsmen, unique suppliers who represent the best of Italian design and production.

If you are looking for tips, ideas and support in developing concepts, I am at your complete disposal on an hourly or project basis.



Let yourself take care of
"your body and your mind",
in a unique way.
because the ad hoc
construction of something
designed for us
"" is like a person : it's nice to
discover it, let yourself be
fascinated, amazed and to
do this you have to give it a
soul.

Sourcing & Design

Consultancy on the design, procurement of fabrics and accessories you will require,
CAD sketches, development and revision of prototypes.

How?

- Inspiration and research
- Creation of a mood board
- Sketches, body designs, drafts and technical drawings
- Technical sheet: FLAT with indication of all details of the model (cuts, pleats, buttons, types of stitching etc.) and fabric.
- Materials search: through precise knowledge of the product sector, it is possible to optimise the ideas (fluidity of the fabric, crispness, weight, yield and elasticity, where required, are just some of the aspects to take into account)

Development

Development of models for your projects, the technical sheets, the samples,
connections, revisions of the models and tech packs

How?

- Patterns
- Toiles
- Defect elimination/corrections
- Prototype
- Size development

Production

- Cutting and manufacturing of the fabric

[illegible]



Business Development Representative (BDR)

&

Brand Management

During my 30+-year career, I have gained significant experience in the role of Pre&After Sales/Marketing Manager. My strategic vision expertise has allowed me to develop a commercial excellence-oriented philosophy: maximum optimisation of processes, resources and energy through the continuous search for new partners/professionals, seeking out continuous innovation and exploiting technical and technological supports. My extensive multitasking experience allows me to lead critical projects with minimal supervision.

In short: I am a creative person with a strong bent for sales, and am able to apply my art form to unique marketing content designed to engage customers and provide them with a personalised experience, from a standpoint of innovation and flexibility.

Why?

Because focusing on personal well-being is something I believe in strongly.

BRAND AMBASSADOR:

I help create authentic and trust-based relationships between users and companies, taking on causes which mesh with my values: strengthening every individual's human side and uniqueness.

When I choose a company, I decide to put myself on display and be a standard bearer for values which are as much my own as of the companies I represent.

I speak to the public in a “genuine” manner because, through my professional expertise, I guide potential customers towards greater awareness in order to make purchases which are more targeted and in-keeping with their personal requirements.

People assign value to those who they identify with, and this translates into broad fidelity and loyalty.





CONSULTANCY, TRAINING AND WORKSHOPS TO INCREASE SALES!

Join my personalised workshops for professionals and retail workers who wish to learn the winning strategies of image consultancy (colour analysis, body shape analysis, face styling, make-up styling) and the sartorialist world.

Through my unique content, I am able to help you increase sales and improve customer loyalty.

Discover how to strengthen your business with me, above all by creating unique, one-off events!

CONTENT CREATION FOR COMPANIES AND MAGAZINES

Today, the creation of targeted, high-quality content is essential in acquiring followers and attracting sponsors. I create an editorial plan of article writing, video creation, Instagram stories and IGTV to promote your special projects.

Engage me as a style & beauty expert: I will create innovative and high-quality content for you thanks to my extensive expertise: through my art form, I bring to life unique marketing content aimed at building engagement and providing a personalised customer experience, from an innovation and flexibility standpoint.



For me, the value of beauty is not purely aesthetic, but represents emotional well-being which reveals itself and takes on form and colour. I love beauty and harmony, but above all the beauty of a person's smile.

My innate passion for beauty, harmony, fashion and style, not only as purely aesthetic values but also in terms of emotional well-being, has made me an all-round expert, working in a cross-cutting manner on multiple fronts and for a range of very different companies.

An optimistic and enthusiastic person by nature, I believe in the value of teamwork where values are shared, in living in harmony with people and places, and in the sacred right to work to make your dreams come true: we are all different, but each of us is special and unique, fully deserving of all possible attention and full respect of our individual features.

I strongly believe that personal well-being in favour of widespread organisational well-being can help companies plan and implement strategies which bring together individual and organisational well-being with company productivity: including a well-being project in the organisation's strategy means conveying and popularising a culture and values which are genuinely sustainable both within and outside the company.

