

FIFI

fashion explorer

# FEDERICA AMODIO

Born and grown-up in the Italian town of Udine, I moved to Paris in 2016 to pursue my career in fashion design.

After attending the BA (hons) course of fashion design at Istituto Marangoni of Paris, I worked as a designer and patternmaker for the French-capital located brand Øud Paris.

During 2020 my career was paused by the pandemic and I found myself living back in Italy after years, therefore I took advantage of this time to study and practice the art of tailoring.

I then spent six months specializing in knitwear design in Italy.

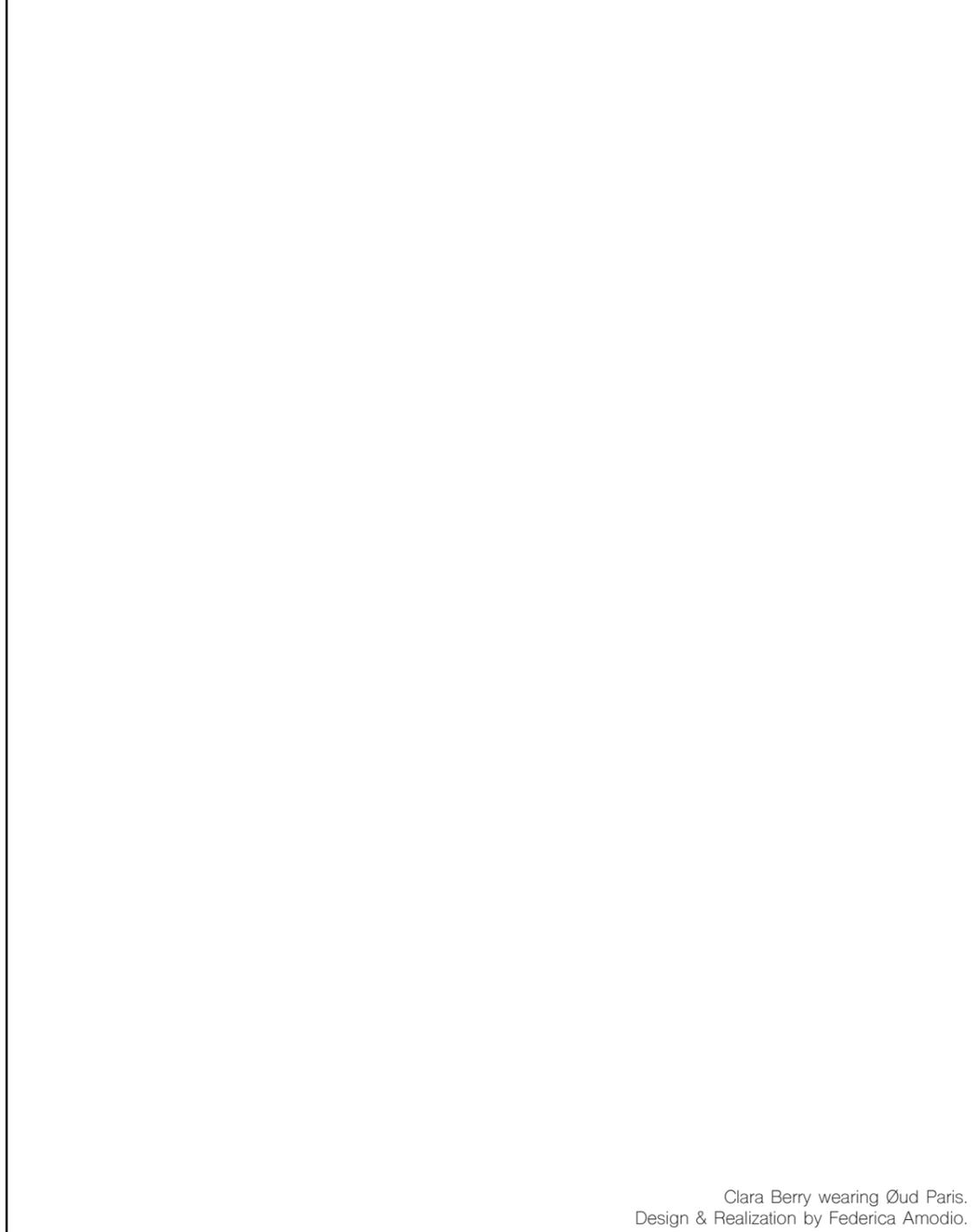
During my years of study and of job experience, I affirmed my fashion designer identity by exploring different approaches, techniques and styles. I was able to give voice to my curiosity and to my manual research inclination, discovering how I enjoy working on different ideas and concepts.



# ØUD PARIS

my  
job experience

My job experience at Øud Paris lasted six months, from July until December 2019. During this time I was able to work on the Spring Summer 2020 and the Fall Winter 2020 Collections. My tasks included researching, sketching, making proposals for new designs and, in case of approval, the realization of the prototypes of these. I had the opportunity to drape and experiment different shapes and details, trying to bring the idea of a “wrapped” body, still being faithful to the brand’s DNA.



Clara Berry wearing Øud Paris.  
Design & Realization by Federica Amodio.

# VERTIGO

ermanno scervino x fifi amodio  
womenswear  
aw 21



VERTIGO autumn winter 2021 is a project conceived for Ermanno Scervino. The main inspiration for the collection has been Alfred Hitchcock's masterpiece Vertigo, one of my favourite movies of all times. The strong DNA of the brand, characterized by the contrast of soft colors and feminine laces with impactful leather goods and rock elements, made me think about the contraposition of the two women played by Kim Novak in the movie. VERTIGO aw 21 is a 100% knitwear collection featuring upcycled luxury yarns from Carriagi, Lineapiù, Be.mi.va and other companies. The silhouettes and the color palette are extrapolated by Hitchcock's movie, with a touch of rock delivered by the studded leather bags and platform shoes.



look 1

maglia collo alto con costa spostata 2 x 3 vanisé, costa 2 x 3 & noccioline ad intarsio sul rasato

finezza 3

winter park ( filati be.mi.va. ) nm 1/2,30 | col. amarena + jaipur (cariaggi) nm 2/56 | col. 714505

maglia rasata con noccioline

costa 2 x 3

spacco laterale

costa spostata 2 x 3

anellini metallici col. argento ø 20 x 2 mm

coppe in pelle & maglia unita

corpetto mini in maglia unita & pelle + culotte a vita alta in maglia unita

finezza 12 a 4 capi

noir ( lineapiù ) nm 70000 | col. nero + panna

maglia unita

costa 1x1 + elastico all'interno

costa 1x1

gonna in maglia rasata con scarto d'ago e gradazione lenta

finezza 7

camelot melange ( lineapiù ) nm 15 | col. k1401 panna

+ macramé fatto a mano winter park ( filati be.mi.va. ) nm 1/2,30 | col. panna

costa 1x1 vanisé mohair + lycra

dolcevita crop in maglia rasata

finezza 7

camelot ( lineapiù ) nm 15 | col. celeste (904185)



corpetto in maglia unita & pelle + culotte a vita alta in maglia unita

finezza 12 a 4 capi

noir ( lineapiù ) nm 70000 | col. caramello



abito lungo senza maniche in macramé lavorato a mano

winter park ( filati be.mi.va. ) nm 1/2,30 | col. panna



look 2

maglia rasata

costa 1x1

spacchetto 27 cm

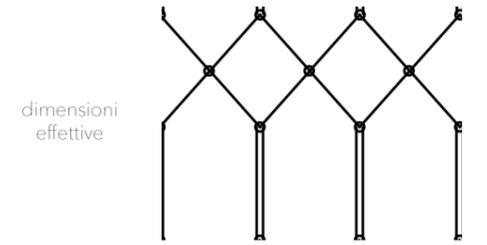
coppe in pelle maglia unita tubolari con inserimento di stecche

zip metallica 14 cm

costa 1x1 + elastico interno

maglia unita

costa 1x1

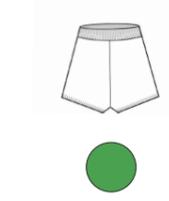


look 6

maglione crop con maniche raglan, treccioni applicati e ricamo con anellini metallici col. argento ø 15 x 1,5 mm

finezza 3

arianna ( dernamaria ) nm 2,1 | col. caramello



gonna midi punzonato con scarto d'ago doppio strato

finezza 7

camelot ( lineapiù ) nm 15 | col. verde



maglia rasata

costa 1 x 1

treccione applicato

anellini metallici col. argento ø 15 x 1,5 mm

maglia rasata scaricata ogni 3 spostamenti

costa 1 x 1 + elastico interno

look 6

cardigan taglio a kimono con treccioni applicati ad intarsio + coste spostate vanisé

finezza 3

arianna ( dernamaria ) nm 2,1 | col. celeste + cariaggi jaipur nm 2/56 | col. 714505 (verde)



abito a sottoveste con bordo traforato effetto pizzo & bretelline incrociate

finezza 12

cariaggi jaipur nm 2/56 | col. panna



costa 2 x 1

treccione applicato intarsio

costa spostata 3 x 4 vanisé

maglia rasata

anellini metallici col. argento ø 20 x 2 mm

maglia rasata

traforato effetto pizzo

look 7

# A/CHRONOS

womenswear  
pre fall 20



A/CHRONOS pre fall 2020 is a collection which encloses the concept of timeless style. The capsule collection is a cocktail of various elements mixed together, which delivers a taste of vintage and uniqueness.

The brainstorming started from my last trip to Japan and South Korea. Here what hit me were the cuts of the traditional costumes, which have such deep and antique roots yet are so contemporary and inspiring. The shapes and closure details of the *kimono* and the *hanbok* reflected the unconscious idea of timeless. Eventually, these folk garments created in my head a link towards the concept of geomotrical shapes, as they consist of the basic patterns of them.

As the main feature of my fashion designer identity is *contrast*,

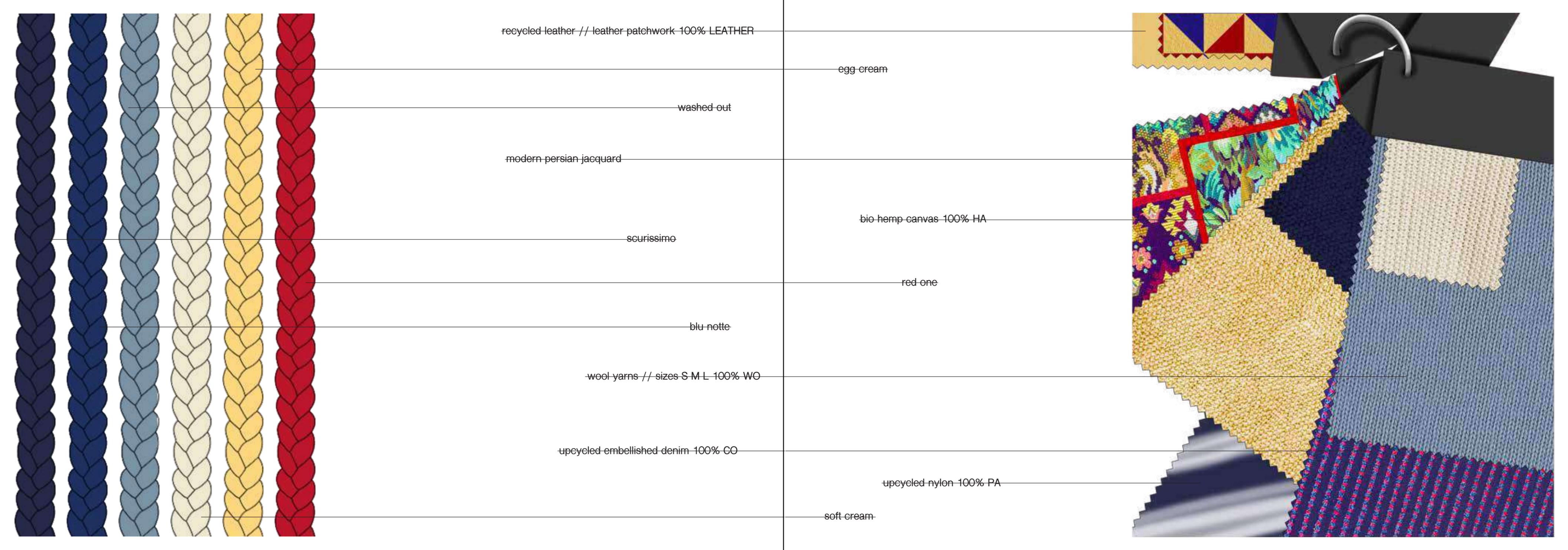
I decided to create a clash of shapes, between the rigidity of geometry and the fluidity of drapery. The lightness and the spontaneity of fabric collides with equilibrium with the hexagons, the rectangles and the triangles.

The color palette is developed around the colorfulness of the modern-Persian-carpet inspired jacquard fabric, and around the basicity of primary colors.

The fabric selection is well-reflected and proof of consciousness, as it favors natural fibers, such as wool, cotton and hemp. The woolen yarns are ideally bio, as well as the hemp canvas. Recycling and upcycling are also signature details of the capsule collection, as I imagined a patchwork fabric made out of recycled leather pieces and the use of draped upcycled nylon, which I purchased as a leftover after being discarded in a series of big pieces.







recycled leather // leather patchwork 100% LEATHER

egg cream

washed-out

modern persian jacquard

bio hemp canvas 100% HA

scurissimo

red one

blu notte

wool yarns // sizes S-M-L 100% WO

upcycled embellished denim 100% CO

upcycled nylon 100% PA

soft cream



# BAG-A-TREND

womenswear  
pre fall 19

BAG-A-TREND pre fall 19 is a protest against the consumeristic and polluting society in which we live in, and depicts the values that must change in order to create a more sustainable world.

The collection's objective is to draw the observer to a reflexion on the habits we keep on holding on to, unconcerned about the pollution we are contributing to everyday. The criticism focuses on the issue of disposable plastic, which is one of the main forms of pollution harming our planet. The problem does not derive simply from an excess in consumerism and plastic products, but also from the lack of education, awareness and interest towards the problematic.

By living in the beautiful Ville Lumière, I realized how huge the problem is in this city. Not only Paris is dirty, but there is also a total lack of care and consideration in attempting to limiting the use of plastic, both from the producers and the consumers side. An example of this phenomena is that in France disposable bags are still made out of thick non bio-degradable plastic.

BAG-A-TREND collection features disposable plastic bags from French super-markets, along with 100% upcycled jerseys and pvcs. The bags are collected, evenly cut, applied on a thin layer of cotton veil, and then lined with a soft satin silk. The process aims to transform a poor material such as a plastic bag into a sophisticated and refined dress, creating, in such a way, a disturbing and impactful feeling in the mind of the observer.

Together with the recycled and upcycled materials, the collection mainly counts hand and machine knitted garments, so to create a wearable and comfortable line, still maintaining a very original personality. The pieces often include volume-altering strings, gloved cuffs, face-coverings and very high-neck collars, as a symbol of air-pollution fight.











Designer: Fifi Amodio  
Photography: Mathilde Breuknik  
Styling: Francesca Riccardi  
Model: Jade Guigue



French singer Shy'm



# TIE-ME-UP

womenswear  
aw 18

The fusion between the brand Valentine Gauthier and the photographer Alain Bublex gives birth to a colorful, feminine and strong capsule collection named TIE-ME-UP.

The concept of contrast is a feature appearing both in the designer's style and in the artist's one. This is why TIE-ME-UP is characterized by a strong presence of contrasting elements, both in the volumes, in the choice of the color palette, and in the selection of the fabrics. The collection is based on the idea that given volumes of clothes may be altered by the presence of straps, belts and harnesses, which tie the body up creating new altered shapes. This concept is the reflection of Alain Bublex's works of art, which he defines as the re-elaboration of a reality which actually exists beyond him.

The styling can strongly determine the mood of the collection, the versatility is intrinsic to the pieces of the line. The layering and superposition of the garments is one of the key ideas of the collection, that reminds of the action that the artist Alain Bublex makes with his photographs.





