

Francesco Pimpinicchio

Senior Handbag & Accessories Designer

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SUMMARY

Senior accessories designer with 8+ years of international experience, from high-volume corporate collection management in Italy to private-label and licensed handbag development for major American brands. Lead product lifecycles from 1:1 technical ideation to global production, pairing a heritage-trained eye for luxury leather with rapid prototyping, retail-experience conceptualizing, and AI-integrated design.

WORK EXPERIENCE

Steve Madden, Madden Zone (Private Label) — New York, NY 04/2026 – Present

Designer, Fashion Accessories

- Led buyer-facing concept pitches across 5+ national accounts and brands, spanning department-store and mass-retail programs, a designer-label collaboration, and licensed footwear; owned product design, retail-experience strategy, and the full presentation deck end to end.
- Designed a complete handbag collection for a national department store's line launch, from concept and technical development through sampling and retail-partner presentation.
- Designed accessories across house and licensed brands, including a special-project capsule for a footwear-brand pop-up; sole team member using AI design and rendering tools to accelerate concept-to-pitch turnaround.

Betsey Johnson — New York, NY 01/2026

Freelance Handbag Designer

- Designed a multi-category handbag capsule, from concept through production-ready documentation, with selected pieces advanced to production.
- Created full 1:1 technical artwork, bespoke hardware design and engineering, and complete production-ready spec packs.

PMPNY Design Studio — New York, NY 02/2022 – Present

Founder & Creative Director

- Architected the creative and technical identity of the studio's flagship brand, Pimpinicchio New York, integrating Italian craftsmanship with a New York design language.
- Led product development overseas, from technical sketching and 3D prototyping to small-batch production; presented SS25/SS26 at NYFW (Runway 7) and secured retail partnerships with Wolf & Badger and Wanderobe.

LA.I.PE SPA, Cromia — Tolentino, Italy 07/2017 – 07/2019

Accessories Designer

- Designed and engineered 17–25 seasonal handbag collections annually, including a flagship 5-style line that reached roughly 10,000 units in production.
- Led prototype refinement across each drop and managed communication with 4+ overseas suppliers, guiding sample development and technical revisions.

Sunday Morning LLC — New York, NY 09/2020 – 10/2023

Designer's Assistant

- Coordinated international production timelines, ensuring prototypes aligned with high-level design direction.

EDUCATION

Accademia di Costume e Moda, Rome
BA in Costume & Fashion

LANGUAGES

Italian (Native)
English (Proficient)

SKILLS

Handbag Architecture · Hardware Engineering · Tech Pack Development · 3D Prototyping (Clo3D) · Italian Leather Sourcing · AI Design & Rendering