

Lucas Scott Holanda

Fashion Designer

PRODUCT DEVELOPMENT · KNITWEAR · FASHION DESIGN ·
STYLING

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SÃO PAULO · NEW YORK
US AND BRAZILIAN CITIZEN · NO SPONSORSHIP REQUIRED

Profile

Fashion designer trained at Istituto Marangoni (Milan), with three years in New York across product development, knitwear, runway and styling: Madewell (J.Crew Group), Florence by Mills, Christian Cowan and Carlos Nazario. Illustrator flats, tech packs and BOMs, prints and graphics, samples from concept to garment. In 2025, led Tucana's first collection: ten looks, moodboard to packaging.

Projects I worked on: Alexa Chung x Madewell · Dakota Fanning x Madewell · NYFW and the 2024 Met Gala (Christian Cowan) · Harper's Bazaar (styling, Carlos Nazario) · Polyester Zine · Tucana Drop I

Experience

OCT 2025 – MAR 2026
NEW YORK

Florence by Mills

Assistant Designer

- Developed seasonal concepts from trend, competitive and consumer research.
- Drew flats and built tech packs and BOMs for the apparel line, Holiday 2025 through Fall 2026.
- Managed materials, trims and samples from concept to execution.

2025
BRAZIL

Tucana

Designer · Drop I collection

- Led a ten-look collection from moodboard to garment: concept, palette, fabrics and finishes.
- Drew croquis and flats; developed an exclusive print and embroidery.
- Created the visual identity, catalog and packaging.

APR 2025 – SEP 2025
NEW YORK

Madewell · J.Crew Group

Assistant Designer · Knitwear

- Developed seasonal women's knitwear collections, including the Alexa Chung and Dakota Fanning collaborations.
- Drew flats for core products such as the Perfect Crewneck Tee; built tech packs and BOMs, managed materials and trims.
- Created prints, stripes and graphics; ran trend and market research for knits.

JAN 2024 – JUL 2024
NEW YORK

Christian Cowan
Assistant Designer

- Built seasonal concepts through moodboards, trend research and fabric experimentation.
- Developed and prepared pieces for New York Fashion Week and the 2024 Met Gala.
- Produced spec sheets and controlled trims; supported production, press and backstage for VIP clients.

SEP 2023 – JAN 2024
NEW YORK

Carlos Nazario
Styling Assistant

- Assisted styling for celebrities and VIP clients: red carpet, editorials and events.
- Coordinated samples, loans and press requests with publications and luxury showrooms.
- Researched references; followed looks from showroom to execution.

EARLIER

- Dresser at Milan Fashion Week (Catarina Mina, Brasil Eco Fashion, Jil Sander), 2021–2023
- International representative and show assistant, Catarina Mina
- Fashion strategist, Lifestyle Magazine (New York, 2024)
- Styling assistant, Polyester Zine with Delaney Rowe (New York, 2025)

Education

2021 – 2023 **Istituto Marangoni** — Fashion Design, three-year programme, Milan
GPA 3.7. Dresser at Milan Fashion Week (Catarina Mina, Brasil Eco Fashion, Jil Sander).

ADDITIONAL TRAINING

2020 **MoMA** — Fashion History and Art ONLINE
CERTIFICATE

2020 **Sebrae** — Fashion Marketing ONLINE
CERTIFICATE

2019 **Vogue Brasil** — Communication and Media ONLINE CERTIFICATE

Languages

Portuguese NATIVE

English FLUENT

Italian PROFESSIONAL

Skills

PRODUCT DEVELOPMENT

Tech packs · BOM · Illustrator flats · Sample development · Materials research · Fabrics and trims · Knitwear · Sourcing

STYLING AND COMMUNICATION

Editorial and celebrity styling · NYFW and backstage · Press and showroom relations · Sample coordination

DESIGN AND RESEARCH

Visual research and moodboards · Trend research · Collection concept · Croquis and illustration · Print and graphics · Palette and materials boards

TOOLS AND LANGUAGES

Adobe Illustrator · Photoshop · InDesign · Procreate · WGSN · Excel · Portuguese · English · Italian