

ANETA GENOVA

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Aneta Genova has more than 20 years of experience in the Fashion Design Garment/Accessory industry as a designer, business owner, and college professor. Knowledgeable and experienced she is capable of evaluating complex design related issues, expressing required analysis in simple English and serving as an expert witness.

EDUCATION

- MFA Design + Technology, Parsons The New School for Design, NYC 9/2011-5/2014
- Certificate Footwear Design, ARSutoria, Milan Italy, 6/2010-8/2010
- BFA Fashion Design, Parsons The New School for Design, NYC 05/2000
- AAS Fashion Design, The Art Institute of Fort Lauderdale, FL 05/1993
- Computer Science, The Technical University of Varna, Bulgaria, 09/1990 - 05/1991

EMPLOYMENT HISTORY:

TEACHING APPOINTMENTS

- PT Associate Teaching Professor
School of Fashion, Parsons School of Design, New York, 09/2003 – present
School of Art Media and Technology, Parsons School of Design, NYC 09/2014 – present:
Teach undergraduate and graduate classes and creating syllabi for various courses in the areas of Accessory Design, and Fashion and Technology.
- Online Class Developer and Instructor
Academy of Art University online education, San Francisco, 01/2006 – present
Develop curriculum, wrote original content, and created picture galleries and video tutorials for online Fashion Accessory Design and Drawing and Rendering techniques classes.
Currently teaching various classes online.
- Online Class Developer and Adjunct Instructor
Drexel University, Antoinette Westphal College, 09/2007 – 5/2009: XIX century History of Fashion
Developed curriculum, wrote original content, and taught History of Fashion online classes.

PROFESSIONAL EXPERIENCE

- Content Developer and Lecturer
Hyper Island, NYC, Copenhagen, Berlin London, Sept 2014 – present
Designing customized, unique, intense training programs and leading short term immersive master classes for high-level corporate executives in the area of fashion and technology, social media and the digital world. Lecture clients include Google entrepreneurship programs, Condé Nast England, and Condé Nast Germany.
- Accessory Designer/Illustrator
Ralph Lauren Collection 09/2010 – 03/2012
Ideated design concepts, created sketches and rendered computer-aided illustrations for

handbags and footwear concept and design meetings and presentations.

- Fashion / Accessory Designer
Polo Ralph Lauren, men's and women's divisions RLX Accessories 01/2007 - 02/2009
Researched market and trends, oversaw design and development of all accessories for RLX division and US Open tennis tournament. Accessories included: handbags, hats, gloves, small leather goods, and sport-specific accessories. Created computer-aided presentations, sketches and color-ups for RL collection handbags and shoes.
- Concepts and Trends Designer
RLX Polo Ralph Lauren 07/2004 - 12/2006
Partnered with Vice president of RLX division to research seasonal concepts and colors and prepared directional mood boards, mockups and presentation rigs for both men's and women's design teams. Worked with creative services on creating seasonal showrooms for all categories within the brand.
- Owner and Creative Director
Aneta Genova, Inc. 07/2003 - 12/2007
Developed a line of small leather goods based on the concept "Fashion for Technology" and sold through an e-commerce website and in boutique stores throughout the world, followed by a secondary line for Target stores throughout the country. Products included luxury leather iPod cases, digital camera cases, cell-phone cases and other custom cases.
- Assistant Designer
Marc Jacobs, 11/2000 - 06/2003
Assistant Designer RTW women's collections
- Assistant Designer
cWall, 06/1993 - 06/1996
Assistant Designer RTW women's clothes

PUBLICATIONS

- Fashion and Technology: Guide to Materials and Applications
Textbook, 270 pages, Fairchild Books/Bloomsbury, Expected publish date: January 2016
Researched and wrote an original manuscript. Conducted interviews with designers and technologists and developed original content for tutorials through photo shoots and videos.
- Accessory Design
Textbook, 320 pages, Fairchild Books, Published 2011
Wrote an original manuscript, and sourced imagery. Textbook is currently adopted in various fashion universities as part of the accessory programs.
- BobbinTalk.com,
Fashion design blog, 03/2009 – 12/2012
Explored the work of emerging fashion and accessory designers, through writing and original content creation, including photo-shoots. Often featured the work of Parsons fashion design students. Attended and documented BFA Fashion Design thesis collection presentations.

COURSES TAUGHT (selected)

- Fashion Product, Fall 2016, Spring 2017
Faculty: Parsons, School of Fashion, BFA Fashion Design
Teach thesis students 2D and 3D skills and development techniques related to a wide range

of fashion accessory products, including fundamentals of concept development, design, and making through lectures and hands-on demos and studio projects.

- Integrated Studio 6: Fashion/Accessory Thesis Collection development, Spring 2016

Faculty: Parsons, School of Fashion, BFA Fashion Design

Provide weekly critiques and advice on classic and innovative approaches to accessory thesis collection design and portfolio development. Support students' investigation of design process and methodology for handbags, footwear, small leather goods, and other fashion accessories. Promote overall critical thinking within the context of developing a well merchandised, cohesive, branded accessory design collection.

- Creative Technical Studio 6: Fashion/Accessory Thesis Collection development, Spring 2016

Faculty: Parsons, School of Fashion, BFA Fashion Design

Support senior students through their transition from concept ideation and prototyping to product development through hands-on demos. Advise students on the process of making their accessory thesis collection, including handbags, footwear, small leather goods and other fashion product. Demonstrate prototyping techniques for leather, textiles, hardware, closures, and advanced technology techniques like 3D printing and laser cutting/etching.

- Fashion Product, Fall 2015

Faculty: Parsons, School of Fashion, BFA Fashion Design

Teach 3rd year junior students 2D and 3D skills and development techniques related to a wide range of fashion accessory products, including fundamentals of concept development, design, and making through lectures and hands-on demos and studio projects.

- Creative Technical Studio 5: Fashion/Accessory Thesis Collection development, Fall 2015

Faculty: Parsons, School of Fashion, BFA Fashion Design

Support students through their transition from concept ideation to prototyping for fashion accessory product development. Give students insight into skills and techniques through weekly hands-on demos and lectures to help the 3D realization of their thesis collections.

- Fashion and Technology (Major Studio 2), Spring 2015

Faculty: Parsons, School of Art Media and Technology, MFA Design + Technology

Introduce students to the history and contemporary practice specific to Fashion and Technology. Foster investigation of design process and methodology, advise students on project concept development, prototyping techniques, presentations and overall critical thinking.

Course description: Studio core class designed as a stepping stone to a deeper investigation of the student's research pursuits in the Thesis year. It concentrates on more focused areas of study within the field of interaction design.

- Integrated Studio 5 and 6: Fashion/Accessory Thesis Collection development, Fall 2012 - present

Faculty: Parsons, School of Fashion, BFA Fashion Design

Support students in preparation of their transition into the fashion accessory industry through portfolio development. Provide weekly critiques and advice on classic and innovative approaches to portfolio development and thesis collection design.

- Accessory Design elective, Spring 2005- 2015

Faculty: Parsons, School of Fashion, BFA Fashion Design

Introduce students to the fundamentals of concept, design and manufacturing, associated with products developed within the fashion accessory market, through lectures and hands-on demos and encourage their use in realizing the studio projects.

- Hard Structures, Spring 2014

Faculty: Parsons, School of Fashion, BFA Fashion Design

Exposed first year multidisciplinary students to new techniques of working with paper, wire, leather, steamed and stretched felt to create experimental structures and explore the aesthetics and engineering issues of stretched materials. Wrote syllabus content and created engaging hands on demos to help develop new skills and promote creativity.

- Accessory Design: MCM Tech Luxe, Spring 2011
Interdisciplinary team of faculty and students, Project partner MCM Luxe
Co-faculty with Katherine Moriwaki (Parsons, School of Art, Media and Technology) and Rama Chorpash (Parsons, School of Constructive Environments)
Facilitated students' learning and innovation through lectures, critiques and hands-on demos.
Course description: Interdisciplinary students from fashion design, design + technology and product design researched the fields of design technology and fabric innovation while addressing themes of utility, versatility and multi-functionality. The MCM accessory product line was extended with creative explorations of 'smart' accessories that are luxurious through added technologies.

WORKSHOPS

- Dorkshop
Fashion and Technology - Soft Circuits, 10/11/2014
Sewing Basics, 09/05/2014
Fashion and Technology – Soft Circuits, 09/12/2013
Volunteered my time to teach various sewing and clothing construction workshops for Parsons students of the MFA D+T program, through the New School student organization, supporting student-lead skills-based workshops.
- Fashion Your Environment,
New York Hall of Science, Queens, NY, 09/2012 – 01/2013
Introduced fashion, electronics, digital fabrication and 3D printing to underserved high school students through hands-on projects. Collaborator in creating content and lectures.
- Wearable Technology and Fashion
Tsinghua University, Beijing, China, 05/22 – 06/1/2012
Leader with Katherine Moriwaki
Multidisciplinary students from Tsinghua University and Parsons The New School for Design were introduced to the intersection between fashion and wearable technology through project-based, hands-on creative production.
- GE Garages + Story Space
Garages Pop-Up Story space, Chelsea, NYC, 10/20/2012
Collaborator in creating content for a workshop, focusing on the relationship between fashion and technology by examining environmental sensing accessories.

AWARDED GRANTS

- Dec 2014: Cross-School Based Fund grant for a Hybrid Craft Garment development, based on the emerging and changing perspective we have on everyday life through the ubiquity of computational technologies and blending of traditional and digital crafts. Recipients and collaborators: Katherine Moriwaki and Aneta Genova.
- Jan 2012: Cross-School Based Fund grant for a Fashion, Computational Technology & Material project. Recipients include: Katherine Moriwaki, Aneta Genova, Thomas Bosket, Jonah Brucker-

Cohen, Cecilia Elguero, Joe Saavedra.

- Sept 2012: Hive DML Fund Grant, for “Fashion Your Environment” workshops, administered by the Mozilla Foundation as part of the MacArthur Foundation’s Digital Media and Learning Initiative. Lead institution: New York Hall of Science in partnership with Habitat Map and Parsons. Parsons collaborators include: Aneta Genova and Katherine Moriwaki.

EXPERT WITNESS

I have been qualified to serve and testify as an expert in prior court proceedings, namely:

- *Bam Bags, LLC v. Zip-It, Ltd.*, 1:15 CV 02172-ER (S.D.N.Y.).
- M.B. FISHER LLC. Vs. GUCCI AMERICA, INC., NY01- #4233570 in the matter of Serial No. 85921475, Opposition No. 91217454

I have been deposed as an expert witness.