

THI VAN ANH CONG *(Layla)*

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PROFILE

Curatorial researcher and fashion editor with an MA in Fashion Studies (Università di Bologna) and a diploma in Multimedia Production for Cultural Heritage. My practice sits at the intersection of fashion, material culture, and critical writing — exploring how dress functions as a site of identity, memory, and power. Writer and editor of Laylapedia, an ongoing editorial and curatorial archive. Fluent in English (C1), Italian (B1), Chinese (B1), and Vietnamese (native).

CURATORIAL & EDITORIAL WORK

OCT 2024 – PRESENT

Fashion Writer & Editorial Researcher — Laylapedia

Independent critical platform, Italy-based

- Research and write long-form fashion criticism at the intersection of dress, identity, film, and material culture - published work includes critical readings of Cuong Dam, Galliano × Zara, fashion-architecture, and fashion as art discourse.
- Manage editorial direction, visual design, and publication cycle of an independent critical platform.
- Develop curatorial writing projects including exhibition concepts and object-based research narratives.

APR – OCT 2025

Film Research & Distribution Assistant — Sayonara Film

Italy (internship within Demetra Formazione diploma)

- Researched and evaluated international film catalogues to identify acquisition targets; assessed films against curatorial and commercial criteria and initiated contact with buyers and distributors.
- Reviewed short films by emerging directors, producing written notes and comparative assessments to support programming decisions.
- Designed promotional catalogues and posters; assisted with visual documentation and archive organisation.

APR – JUN 2018

Editorial Intern — ELLE Vietnam

Ho Chi Minh City, Vietnam

- Researched and wrote features on fashion and cultural trends for digital publication.

2014 – 2016

Editorial Intern — Voice of Vietnam (VOV)

Hanoi, Vietnam (during BA studies)

- Assisted editorial production at Vietnam's national digital news platform, with a focus on translation and editing.

PUBLICATIONS & ACADEMIC PROJECTS

2018

Co-Author — *Dạo này bạn có ổn không? (Are You Doing Okay Lately?)*

Published book, Vietnam

- Co-authored a publisher-commissioned book compiling work from a self-built content platform (radio, Facebook page, YouTube) that attracted a substantial following — bringing long-form writing on emotional experience and social identity to print publication.

2023 — MA PROJECT

PACINEMA: The Seventh Art of Paco Rabanne

Exhibition concept, Università di Bologna

- Developed a retrofuturistic curatorial narrative linking Paco Rabanne's practice to cinema, art, and futurity; conducted interdisciplinary research across fashion history, film theory, and material culture.
- Designed visitor flow and spatial concept; organised object selection and interpretive documentation. Published and expanded on Laylapedia.
- Built a virtual exhibition environment in Unity 3D, translating the curatorial narrative into an interactive three-dimensional space.

INDUSTRY EXPERIENCE

OCT 2020 – MAR 2022

Marketing & Brand Communication Executive

Fashion Industry — Various Brands, Vietnam

- Led e-commerce operations on Lazada: grew monthly revenue from VND 35M to 300M within three months of joining; sustained 200–250M/month thereafter.
- Directed visual content production across 9 collections (8 apparel, 1 jewellery); led creative concept, model coordination, and campaign design for two collections including The New Normal — restocked 7 times over two years due to sustained demand.
- Managed press, influencer, and product databases; maintained relationships with media partners across fashion and lifestyle verticals.

JUL 2018 – JUN 2020

Principal Assistant & Programme Manager

Educational Institution, Vietnam

- Coordinated cultural events, workshops, and academic programmes with educators and external partners.
- Developed organisational and project management skills across multi-stakeholder environments.

EDUCATION

NOV 2021 – MAR 2024

MA in Fashion Studies

Università di Bologna, Italy

- Thesis and practice-based research at the intersection of fashion, visual culture, and material history.
- Developed curatorial and interpretive writing methodology; studied dress as social and cultural phenomenon.

NOV 2024 – SEP 2025

Technical Diploma — Multimedia Production for the Digitalisation of Cultural Heritage

Demetra Formazione, Italy

- Training in digital archiving, cultural heritage documentation, and multimedia storytelling for institutional contexts.

SEP 2013 – JUL 2017

BA in English Translation & Editing

Academy of Journalism and Communication, Vietnam

- Specialisation in translation, editorial practice, and cross-cultural communication.

SKILLS & LANGUAGES

RESEARCH & WRITING

Curatorial research · fashion criticism · long-form editorial writing · archival documentation · interpretive text · academic writing

PRODUCTION

Visual research · Concept design · Unity 3D (virtual exhibition design) · Photography · Video editing

LANGUAGES

English C1 · Italian B1 · Chinese B1 · Vietnamese (native)

REFERENCES

OLGA TORRICO

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