

POLIMODA

POLIMODA

A new generation of creators

Polimoda is recognized worldwide for its high-quality fashion education. Listed among the best fashion schools in the world, Polimoda prides itself on its professional training by means of highly specialized working and research methodologies. With 2000 students of 70 different nationalities, Polimoda is not only an educational institute, but a creative campus: a hotbed for visionaries and opinion leaders from the worlds of fashion, culture and education. From 2022, **the institute collaborates with the United Nations Office for Partnerships** to help design the future of the fashion industry centred on sustainability, inclusivity and climate action, the first academic institution to join the UN Conscious Fashion and Lifestyle Network.

With its headquarters in Florence, the beating heart of “Made in Italy”, Polimoda embodies Italian excellence DNA with an international vision. Founded in 1986 as part of an initiative conceived and financed by the Cities of Florence and Prato and fashion-sector trade associations, **Polimoda boasts 38 years of experience in education specialized in the fashion and luxury sectors**. Since 2006, **Ferruccio Ferragamo**, the President of Ferragamo Finanziaria and an enlightened entrepreneur, has presided over the school, representing the epitome of Made in Italy fashion on the global stage.

From February 2021, the Director of the institute is **Massimiliano Giornetti**, an internationally known creative director and previously head of fashion design department at Polimoda. He is an alumnus of the school with a long career in the fashion field, holding the role of Creative Director of Salvatore Ferragamo for sixteen years and collaborating in the relaunch of the iconic brand Shanghai Tang. Collaborating with President Ferragamo and **Linda Loppa**, Strategy and Vision Advisor and a prominent figure in the fashion education landscape, Giornetti is set to lead the school, ensuring its internationality, fostering connections with Florence, and strengthening relationships with key industry players.

Polimoda offers a wide range of educational programs, including 2-4 year Undergraduate programs, 9-month Master programs, 3-6 months Intensive courses, and Short and Online courses. These programs aim to **provide high-level training for major professional roles requested by the sector**, from managerial and strategic roles to creative development. The school maintains a strong network through continuous interaction with fashion companies, a faculty comprising industry professionals, and flexible, high-quality training that adapts to the dynamic needs of the fashion world. Consequently, an increasing number of alumni have secured prestigious positions at major international brands or emerged as standout fashion designers.

In recent years, Polimoda has forged prestigious partnerships, such as with **Gucci** for the Master in Retail and Omnichannel Fashion Management, **Ferragamo** for the Master in Shoe Design, **Etro** for the Master in Collection Design, **Bally** for the Master in Product Management, **Pattern Group** for the Undergraduate in Atelier Design, **Vogue Italia** for the Master in Fashion Art Direction, **The Dematerialised** for the Undergraduate in Digital Strategy for Fashion, and with **LVMH** for specialized training in leather goods.

Key figures in the industry, including the Belgian designer **Walter Van Beirendonck**, one of the Antwerp Six, **Marco De Vincenzo**, Founder of Marco De Vincenzo and Creative Director of Etro, **Bruce Pask**, Senior Editorial Director of

Polimoda Press Office

Polimoda Media Relations Coordinator
Tessa Pisani, press@polimoda.com

Reference Studios
Valentina Giarisi, valentina@referencestudios.com

POLIMODA

Neiman Marcus, **Matteo Ward**, CEO and co-founder of WRÅD, and many others, collaborate with the school as mentors for students in various courses and master programs.

Educational programs are complemented by **events, meetings, collaborations, and talks by international speakers**, providing valuable insights and stimulating discussions on key industry topics. Notable guests have included **Marco Bizzarri, Renzo Rosso, Rick Owens, Isabella Rossellini** and many others.

Dedicated to nurturing talent, Polimoda dedicates a rich calendar of initiatives and events to spotlight the work of its best students. Among them, the **Polimoda Graduation Show** showcases the best graduate collections, and the **Career Days** facilitates connections between graduating students and companies. Through the **Polimoda Talent** platform, the school supports alumni with scholarships, co-working initiatives, and mentorships for innovative startups in the fashion and luxury entrepreneurs.

The institute's locations in Florence form a true **creative ecosystem**, where fashion sits at the center of an ongoing dialogue with other disciplines. This interaction reflects the contemporary evolution of the fashion system, promoting a synchronous and interdisciplinary approach. **The two campuses**, located at Manifattura Tabacchi and Villa Favard, are just a short distance from one another, together creating a single, integrated **educational hub spanning over 15,000 square meters dedicated to fashion**.

The **Villa Campus**, housed in the historic Villa Favard complex, serves as Polimoda's administrative and service headquarters, as well as the heart of all **fashion business courses**. Here, students engage in topics such as marketing, communication, merchandising, retail, product management, and sustainable fashion. Beyond providing a dynamic learning environment, the campus is **a vibrant cultural hub for the city** of Florence. The Villa Campus also hosts the **Polimoda Library**, one of the most comprehensive fashion libraries in Europe.

The **Manifattura Campus**, spanning over 12,000 square meters as part of a major urban regeneration project, offers a unique facility within the global fashion education landscape. It includes numerous workshops for **apparel design and garment-making**, a wing dedicated to **footwear, accessories, and leather** production, a full floor for **knitwear and textile research**, along with **six photography studios** of various sizes.

This setup enables students to explore every facet of fashion, fostering a comprehensive education and encouraging collaboration across disciplines, replicating the real-world dynamics of the fashion industry.

Polimoda thus reaffirms its status as **the leading institute in Italy, and one of the top globally, by offering a bold and integrated vision of fashion education**. Attracting talent from all over the world to Florence, the institute promotes core values such as diversity, inclusivity, and sustainability, fully embedded in its continuous vision of renewal.

www.polimoda.com

Polimoda Press Office

Polimoda Media Relations Coordinator
Tessa Pisani, press@polimoda.com

Reference Studios
Valentina Giarisi, valentina@referencestudios.com