

# POLIMODA

## Fashion Education for Independent Thinkers

**91% job placement rate: the success of the Polimoda method**

Polimoda is recognized worldwide for its high-quality fashion education. Listed in both *The Business of Fashion* and *Fashionista* global fashion school rankings as one **of the top ten fashion schools in the world**, Polimoda prides itself on its professional training by means of highly specialized working and research methodologies. With an annual student count of **over 2300 students**, of which 70% are international students, 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.

With its headquarters in Florence, the beating heart of the “Made in Italy” brand, Polimoda is a center where the very DNA of Italian excellence entwines 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 30 years of experience in education specialized in the fashion and luxury sectors**. In March 2006, **Ferruccio Ferragamo**, the enlightened entrepreneur and President of Salvatore Ferragamo who represents the best of Italian fashion worldwide, was appointed President of Polimoda.

In January 2016, **Danilo Venturi** was appointed new Director of Polimoda. Specialized in art direction, fashion and strategic branding, he comes from an interdisciplinary background where political studies combine with experience in the music and e-commerce industries. Alongside **Linda Loppa**, Polimoda Strategy and Vision advisor as well as one of the best-known profiles in international fashion education, Venturi has marked a new chapter in the school’s ever-growing network: **the 91% placement** rate confirms the success of the Polimoda method, an approach based on fostering extensive industry links and a work-oriented pedagogy.

Polimoda offers a wide range of educational programs - 4-year Undergraduate programs, 2-year Associate programs, 9-month Master programs and 1-month Seasonal courses - that **provide high-level training for major professional roles requested by the sector**, from managerial and strategic to creative development. Moreover, Polimoda guarantees the most up-to-date curriculums that stay astride with the professional world by continually building a strong network via ongoing interaction with fashion companies, attracting a faculty composed of professionals from the industry and providing flexible, high-quality training that responds to the fast moving needs of fashion. It is therefore no coincidence that **Polimoda graduates find employment within 6 months** of completing their studies, and that an increasing number of former students are among the emerging talents in fashion or hold prestigious positions in major international brands.

In recent years, Polimoda has established prestigious partnerships with industry leaders such as **LVMH** for the launch of the first Italian branch of its professional training program, with **Richemont** for the creation of a high-quality Master in Luxury Business, with **Gucci** for a farsighted Master in Fashion Retail Management, with **Salvatore Ferragamo** for a Master in Shoe Design, with **Valentino** for a Master in Bag Design, with **Missoni** for a Master in Knitwear Design, and last but not least, with **Parsons Paris** and **FIT** for collaborative 1-month Summer courses to take place between Florence and Paris or

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Florence and New York. In addition to this, the school has recruited leading players from the sector such as Men's Fashion Director of Bergdorf Goodman and Neiman Marcus **Bruce Pask**, Puma's Global Creative Director **Torsten Hochstetter**, Member of the House of Lord and Activist Baroness **Lola Young**, Futurist, FashionTech and New Media Game-Changer **Lisa Lang** and Digital Influencer and Founder of F\*hits **Alice Ferraz**.

Educational programs are supported by **collateral events, meetings, collaborations and appointments with international speakers** that provide precious testimonials and stimulate debates on key topics for the sector. The monthly guest lecture series, **Polimoda Rendez-Vous**, invites leading figures from the industry to share their experience with students, and have included legendary Creative Director **Alber Elbaz**, Marco Bizzarri, CEO and President of Gucci, **Renzo Rosso**, founder of Diesel and President of OTB group, Andreas Kronthaler, Creative Director of Vivienne Westwood, and Tim Blanks, Editor-at-Large of The Business of Fashion. **Fashion Displacement** is a series of panel discussions, gathering top international experts from fashion and education in different cities around the world to foster meaningful dialogue on the most pressing issues of the sector. Panels were held in New York, Florence, Berlin and most recently, London, bringing together Polimoda, Central Saint Martins and Parsons School of Design as well as the likes of Suzy Menkes, International Vogue Editor, Carlo Capasa, President of Camera Regionale della Moda Italiana and Aimee Song, founder of *Song of Style*.

Always attentive to the development of talent, Polimoda dedicates a rich calendar of initiatives and events to spotlight the work of its best students, which includes the **Polimoda Fashion Show**, an annual showcase of our young fashion designers' graduate collections, and **Business Links**, a one-on-one format that facilitates connections between graduating students and companies. Through the business development platform, **Polimoda Talent** also supports the institute's alumni through a series of scholarships, co-working projects and mentorships for innovative startups and young fashion and luxury entrepreneurs.

The school has three prestigious locations in Florence. The historic **Villa Favard** in the heart of the city serves as Polimoda's headquarters and hosts guests, managers and creative talents within its prestigious walls and strategic position. The up-to-date laboratories of the Polimoda **Design Lab** and the recently inaugurated 6000 sq.m. **Manifattura Tabacchi** complex — in one of Florence's most striking industrial monuments and part of a major urban redevelopment project dedicated to an entire Florentine district— serve as creative hubs, housing workrooms for design, sewing, knitting, fashion technology as well as footwear & accessories and art direction courses.

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