

POLIMODA

School and innovation

The new Polimoda Coaching program: a completely free open education project for true fashion talents

Florence, February 19th, 2020 – Polimoda announces an open call for emerging fashion talents; a fresh opportunity to be selected for the new **Polimoda Coaching** program created for fashion designers who have reached a turning point in their careers.

This new open education project, completely free of charge, is composed of an innovative formula without spatial limitations and, because of technology, is both accessible and convenient. Under the guidance of Linda Loppa, a recognized figure in the fashion education field and mentor of designers like Raf Simons, Haider Ackerman, Demna Gvasalia and Kris Van Assche, participants will receive strategic advice and training to achieve their goals and take their careers to the next level.

"Today, education is no longer just a lesson, it is a dialogue and the use of technology means it can take place anywhere and at any time," explains director **Danilo Venturi**. *"Content is more accessible than ever, but the difference is in the interpretation and application. This is the true value of training and the core of the new Polimoda Coaching program. We want to help designers and ensure fashion continues to follow the perpetual motion of renewal we are so very passionate about."*

The open call is international and for emerging fashion designers with at least three years of experience in the industry. The most interesting profiles will be selected to participate in the coaching program curated by Linda Loppa, for a maximum duration of six months, helping designers go beyond their limits, refine their creativity and perfect their strategy for the fashion market.

With fifty years of professional experience in the sector and considered one of the most internationally recognized figures in fashion education, Linda Loppa, following years in the Fashion Department of the Royal Academy of Fine Arts in Antwerp, was director of Polimoda for almost a decade before assuming her current role as Advisor of Strategy and Vision. She is in The Business of Fashion "Hall of Fame" BoF500, described as a "catalyst" among the most significant figures of contemporary fashion and a member of the Panel of Experts of the prestigious LVMH Prize.

"Talent is precious and part of the individual," shares Linda Loppa, *"but to achieve success, it must be cultivated, channeled and directed in the right direction. This is particularly important in the world of fashion, made up of creativity and business, image and communication, and this is what we do every day at Polimoda. With Polimoda Coaching, we want to go one step further, putting all of our experience into play for true fashion talents."*

Brand analysis, collection review, personal branding, communication strategy, and retail strategy are but a few of the themes that will be developed through dedicated one-to-one meetings, programed in a personalized and flexible way according to specific needs. Furthermore, according to their objectives, participants can be introduced to a selected network of contacts in the sector. At the end of the course, they will be ready to face the next level of their career.

For more information: <https://www.polimoda.com/careers/talent-development/polimoda-coaching>

Images: <http://bit.ly/Polimoda-Coaching>

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