

Polimoda: Giornetti is the new Head of Fashion Design

The Florentine institute relaunches creativity as the driving force of the fashion industry

Florence, July 24, 2019 – With the end of an academic year confirming once again Polimoda's extraordinary growth, Director Danilo Venturi announces **Massimiliano Giornetti as Head of Fashion Design Department starting in the upcoming fall semester**. Following the creative's sixteen-year tenure at Salvatore Ferragamo and, like Venturi himself, a former student, Giornetti is a future-oriented choice for the Florentine institute, which has 2300 students currently enrolled from 68 different countries and ranks among the top 10 in the world as a result of a teaching formula that is always in tune with the industry's needs.

"Polimoda's success reflects our ability to understand the spirit of the time and possibly anticipate it. Observing the crisis of large retailers, I think that fashion will soon need a new wave of creativity and well-made products. Polimoda has direct access to made-in-Italy know-how and revels in ethnic, cultural and gender diversity among students; these are ideal conditions for the birth of contemporary design. Meeting Massimiliano was serendipitous; he knows how contemporary fashion works, he is a former student, he reached the highest levels on the international scene and shares my same vision. The school will be a bit more maison with him and this will enable us to once again make our contribution," explains Venturi.

After graduating in Fashion Design at Polimoda in collaboration with the London College of Fashion, Massimiliano Giornetti began his career in Haute Couture in Rome alongside designer and Polimoda alumnus Anton Giulio Grande, starting in the Men's division of Salvatore Ferragamo in July 2000 and subsequently taking over creative direction four years later. In 2010, he also took on the Women's ready-to-wear collection, thus becoming the first Creative Director of Ferragamo and holding the role for sixteen years. Memorable moments include the first resort collection held at the residence of philanthropist and art collector Doris Duke and the 2013 fashion show at the Denon wing of the Louvre; the first time the French museum lent its space to a fashion show. In 2017, he also collaborated in the relaunch of iconic Chinese luxury brand Shanghai Tang. His arrival at Polimoda marks the inception of the important challenge of matching up with the new creatives of fashion.

"Polimoda: nomen omen, the ancients said. A multi-faceted reality, a demonstration of multiculturalism perfectly interpreting the air du temps," stresses Giornetti. *"Polyhedric in its nature for the contribution of different people and cultures, carrying their own aesthetic, taste and creative challenges. It is a contemporary melting pot in Florence, the city of the Renaissance; studying here means being stimulated by a variety of aesthetic and visual impulses more unique than any other city in the world. Polimoda is a large and modern laboratory for the fashion creatives of tomorrow; it is the ideal environment to develop an independent spirit and total autonomy of thought."*

"Returning to Polimoda feels like homecoming" he continues. *"It is automatic recovery read backwards. A reloaded version that invokes the strong desire to break patterns that have progressively led to today's depleted fashion system. This is the perfect time for me to go back to the drawing board, to find the lines and define the silhouette that will determine style of*

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the next decade. This is the ideal environment to enhance all of the creative potential in an individual, the measure of all things; true Neohumanism.”

Polimoda offers undergraduate and master courses as well as short courses covering all work profiles in the fashion sector. The educational collaborations with brands such as Gucci, Valentino, Ferragamo and Missoni are well-known, in addition to large groups such as LVMH and Richemont, with Vogue Italia, the WGSN trend research institute and the Council of Fashion Designers of America. The academic year that is about to conclude witnessed the arrival of important guests such as Alber Elbaz and Marina Abramović. The teaching staff was further strengthened with mentors such as Bruce Pask, Alice Ferraz and Torsten Hochstetter. The semester ended with a fashion show in front of an unprecedented panel of experts at Manifattura Tabacchi, third branch of the institute. As demonstrated by the 91% record placement rate of graduates, this successful formula now recognized all over the world confirms quality training is a solid investment for your future.

Images: <http://bit.ly/Giornetti-Polimoda> (credits: Polimoda, ph. Federica Fioravanti)

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