

# POLIMODA

November 12<sup>th</sup>, London

## Fashion Displacement

### Fashion must be...

Florentine Fashion School Polimoda has invited a special audience of influencers and decision-makers from the fashion industry to London for the fourth edition of **Fashion Displacement**. Taking place on November 12<sup>th</sup> at Somerset House, an experimental workspace for artists, makers and thinkers, Polimoda will present a panel discussion on the impact of fashion, bringing together some of the most important figures in the industry from all around the world. London is the fourth city following New York (2016), Florence (2017) and Berlin (2018) to host the esteemed Polimoda panel. The topic of this year's event is **Fashion must be...**, a deep dive into the importance of sustainable initiatives regarding the fashion system's contribution to the climate crisis.

Composed of key figures from the contemporary fashion scene, the panel will include **Hilary Alexander**, President of Graduate Fashion Foundation; **Wilson Oryema**, Model, Poet and Activist; **Baroness Lola Young**, Member of the House of Lords and Activist; **Susie Bubble**, Fashion Blogger; **Judith Clark**, Curator, Exhibition-Maker and Professor; **Amber Butchart**, Fashion Historian, Author and Broadcaster and **Danilo Venturi**, Director of Polimoda.

The panel discussion will be moderated by **Linda Loppa**, Polimoda's Advisor of Strategy and Vision and a well-respected fashion industry expert.

*"FASHION MUST BE is an affirmative debate during which we don't ask questions, but we start from facts and affirmations based on experience and knowledge. We have to decide what fashion is and must be. We have to be precise in choosing our words, as we cannot debate about the past; we have to take a position in the (fashion) world to start working on a better and more ethical system. We sometimes forget or think fashion must be 'beautiful', or 'dramatic', or 'emotional'. These words are easy to write on a screen, but they are not easy to debate. This Fashion Displacement is challenging, as the position in fashion as an educator, a writer, a researcher or a student is based on knowledge and vision, but out of balance by the fastness of the fashion system and the rising problem of climate change. Fashion Displacement needs to be precise, to the point, giving answers and not answering questions,"* underlines Linda Loppa.

Fashion Displacement is an opportunity for industry experts to reflect on fashion and the various ways education can adapt and grow with the obstacles of today. Fashion schools have a responsibility to educate by sharing important issues and giving concrete answers to difficult questions, without compromising creativity and self-expression. This is why gathering a panel of top educators, opinion leaders and experts from around the world is imperative to the future of fashion.

*"In the global era, cities have now become the new states,"* explains Director **Danilo Venturi**. *"Consequently, Polimoda is Florentine but is currently operating on a worldwide scale. With this Fashion Displacement, we're taking the first steps towards building a bridge between London and Florence, even more so with the Brexit deadline fast approaching. Our network of alumni, professionals and schools in London is vast and we are pleased to continue nurturing these relationships. As a future-oriented school, talking about the future of fashion means talking about the world. We have to be honest with ourselves and with others about what we want to leave to the next generations."*

#### POLIMODA

Polimoda is known worldwide for its independence in thinking and action by combining business and design across all departments. Considered by the Business of Fashion as the best fashion institute in Italy and amongst the top ten in the world, Polimoda balances the know-how of Italian design and production with an international vision. The undergraduate, master's and short courses offered at Polimoda connect the legacy of the past with new research and creativity. Professors offer experience-based learning, adapting courses to the changes in the industry as they happen, which is nurtured inside the Renaissance-style building of Villa Favard and in the state-of-the-art laboratories at the Design Lab and the Manifattura Tabacchi. With 70% of students from countries outside Italy, Polimoda is a cultural force in the heart of Florence.

[www.polimoda.com](http://www.polimoda.com)

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