

Back to school after Covid-19: scholarships for future generations of fashion professionals

Polimoda announces the first of many open calls for young people around the world: the applications to access next year's Undergraduate and Master programs are online

Firenze, April 9th, 2020 – Following the announcement of a scholarship plan worth more than 2 million euros for the next academic year, Polimoda launches the first open call for young people from all over the world for Bachelor and Master programs starting in October, to support fashion talents and ensure a future for new generations.

Mainly for students from the European community, the school will provide sixteen partial scholarships, four for each four-year undergraduate program in Fashion Design, Fashion Business, Fashion Art Direction and Fashion Merchandising. The scholarships guarantee an increasing coverage for each academic year, starting with 20% in the first year to 50% in the fourth year, each worth a total value of 25,200 euros.

Alternatively, scholarships are also available to students from all over the world to access one of the Polimoda Master programs starting in October 2020 or January 2021, covering 50% of the tuition and each worth a value of 14,000 euros. There is a wide choice of programs to choose from based on career objectives: Fashion Brand Management, Fashion Art Direction, Creative Direction, Collection Design, Fashion Design, Shoe Design, Bag Design, Knitwear Design, Fashion Marketing & Communications, Fashion Merchandising & Buying, Fashion Economics, International Fashion Business, Product Management as well as the brand new Fashion Critique.

“During this global crisis, everyone must do their part to accelerate recovery as soon as possible,” underlines Polimoda's President Ferruccio Ferragamo. *“Our mission is to connect the world of training and the reality of work and industry, and through these scholarships, we want to contribute to the future of the new generations. We are the first to make this investment, but I hope we won't be the only ones. We are open to collaborating with public entities, private donors and private companies to carry on in this direction.”*

The various scholarship details are available on Polimoda's website at: www.polimoda.com/information/scholarships .

For undergraduate programs, applicants must be European citizens between 17 and 25 years of age. For master programs, applicants must have a degree (or equivalent) and not exceed 40 years of age. All applicants must have good knowledge of English (level B2 required), the language all Polimoda courses are taught in. To apply, candidates must fill out the questionnaire on the Polimoda website accompanied by a motivational letter within June 5th, 2020.

These scholarships are part of the over 2 million euro plan covering, throughout the year, different types of study programs divided into two-year, four-year and master programs. Through dedicated open calls, they will help the most deserving young people, from Florentine to Tuscan and national and to international applicants. The opportunities dedicated to current students and alumni will continue through applied projects with companies, the Polimoda Talent business development program and the new Polimoda Coaching program. This is an unprecedented investment by Polimoda to support young people and contribute to the recovery of the fashion industry after the Coronavirus.

“We overcame this difficult moment by bringing all of our teaching activities online to continue to be close to our students,” concludes Polimoda's Director Danilo Venturi. *“We know that, unfortunately, after the health emergency, there will be an economic one and it will require a community effort to get the fashion system back on track. The school is one of the foundations of society and with this scholarship plan, we want to do our part.”*

Scholarships details online: <https://www.polimoda.com/information/scholarships>

Polimoda Undergraduate programs: <https://www.polimoda.com/courses/undergraduate>

Polimoda Master programs: <https://www.polimoda.com/courses/master>

Polimoda Press Office

Tessa Pisani – press@polimoda.com
Tel. +39 055 2750675 – Mob. +39 335 6079408