

Ready for the fashion industry reboot: virtual interviews for companies and graduates at Polimoda's first digital Business Links

Over 1500 interviews have been scheduled. Today, companies are searching for product development, merchandising & buying, social media and fashion design.

Florence, May 6th, 2020 - Workplaces are gradually reopening their doors and the future requires a fashion sector relaunch in the post-Covid-19 world. This means focusing on young talent with specialized training who think outside the box, positively contributing to the reorganization of the industry. For over 30 years, Polimoda has been connecting young emerging talent with the fashion industry, hosting the yearly Business links event dedicated to connecting graduate students and HR companies in the fashion and luxury sector.

From May 13th to 15th, for the first time in Polimoda history, Business Links will take place online, offering three days of virtual interviews. Over 1500 of them are already scheduled with representatives from some of the most important Italian and foreign companies, including Dior, Gucci, Celine, Prada, Richemont, Rick Owens, Fendi, Louis Vuitton, Givenchy, Loro Piana and Luxottica. The Polimoda Career Office team — active throughout the year in the search of professional opportunities for students and alumni — collected the requests in terms of profiles and skills and matched the most suitable final-year or Master student profiles.

The data shows a cross-section of what the sector is interested in today: product developers, merchandisers, buyers, social media managers, fashion designers, shoe designers, bag designers and patternmakers are in-demand, while graphics expertise, knowledge of materials, trend research, communication skills, and use of social networks are some of the most sought-after skills. Visual and retail, product development, merchandising and buying, communication, fashion design, fashion accessories, leather technology and modeling are the areas where research is the most active. More than 50% of the companies are Italian, a positive figure that is encouraging for the recovery of the Italian market.

"Polimoda never stopped, even though schools are closed. Our contribution right now is more important than ever. It's imperative to give a future to young people, but also to help in the recovery of the fashion sector," says Director Danilo Venturi. *"After Covid-19, fashion will face big changes, but in the meantime, society has changed and consumers have changed. The focus will be on quality and we have to rethink retail — now that everyone has become accustomed to buying online — and review processes and communication. Gender and season differences will be increasingly blurred. As always, in times of crisis, fashion will have to guide that type of innovation and that doesn't just mean creating new products, but inventing new ways of creating them. In this process, new resources will be needed, both physical and creative, and we will do our part by connecting supply and demand for work."*

At the end of the event, each student will have participated in an average of 5 interviews each and companies will be able to select the candidates they were looking for and insert them within their structure. Students are also guaranteed an internship, completing their studies with hands-on experience in the field. This practical approach characterizes the institute's methodology and its 92% placement rate.

For more information: www.polimoda.com

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