

POLIMODA

90 new scholarships for Master programs starting in April and June 2021 **Opportunities to attend Polimoda continue to emerge as part of the more than 2 million euro plan launched in response to the Covid-19 emergency**

Florence, October 7th, 2020 – Polimoda announces a new call for applications as part of the scholarship plan worth **more than 2 million euros** made available by the school for the 2020/2021 academic year to help families and support the recovery of the fashion sector following the Covid-19 emergency.

90 new scholarships are now available to attend one of the Polimoda Master programs starting in April or June 2021. All programs have a duration of 9 months and include the contribution of partners and mentors in the industry: Fashion Retail Management in partnership with Gucci, Luxury Business in partnership with Richemont, Fashion Marketing & Communications in partnership with F*Hits, Fashion Merchandising & Buying with mentor Bruce Pask, Fashion Design with mentor Elisa Palomino, Fashion Styling with mentor Serge Girardi, Fashion Trend Forecasting with mentor Philip Fimmano, Sustainable Fashion with mentor Lola Young and Fashion Brand Management with mentor Danilo Venturi.

All scholarships cover 50% of the tuition fees, for a total value of 1,260,000 euros, and are open to candidates from all over the world. Applicants must be between 18 and 40 years old with a degree or equivalent qualification, or in the process of discussing their thesis and with good knowledge of English (B2 Level).

To submit the application, candidates must send in the appropriate questionnaire on the Polimoda website accompanied by a motivational letter **by January 2021 for Master programs beginning in April or by February 2021 for those beginning in June.**

Scholarship details can be found on the Polimoda website: www.polimoda.com/information/scholarships

These scholarships are part of a plan worth over 2 million euros covering different types of study programs available throughout the year. Divided into post-diploma and master programs, the most deserving young people from Tuscany, Italy and all over the world will have the possibility to apply through dedicated open calls. What's more, applied projects with companies, the Polimoda talent business development program and the new Polimoda Coaching program carry on, offering opportunities dedicated to current students and alumni. Polimoda's unprecedented investment supports the most deserving young people and contributes to the recovery of the post-Covid-19 fashion sector.

"During this global crisis, everyone must do their part to accelerate recovery as soon as possible," said President Ferruccio Ferragamo. *"Our mission is to connect the world of education with the reality of work and industry, and through these scholarships, we want to contribute to the future of the new generations."*

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