

## Investing in future generations: new scholarships for January 2021 Master programs

**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, November 16th, 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.

**This time around, the learning opportunities are available to young Europeans who want to attend one of the Polimoda Master programs starting in January 2021, for a total of 18 available scholarships.** All programs have a duration of 9 months and include the contribution of important partners and mentors in the industry: Bag Design, Shoe Design in collaboration with Salvatore Ferragamo, Knitwear Design in collaboration with Missoni, Product Management in partnership with Lineapelle, Fashion Marketing & Communications in collaboration with F\*Hits, International Fashion Business in collaboration with WGSN, Collection Design with mentorship by Marco De Vincenzo, Fashion Critique with mentorship by Amber Butchart and Fashion Merchandising & Buying with the mentorship of Bruce Pask.

*"In the past few years, Polimoda has grown so much and we thought that in tough times like these, a concrete gesture, something real and impactful, would be the right thing to do," states Director Danilo Venturi. "Although Polimoda is a private school, it feels the weight of the public role played by education. Fashion is very important at a socio-economic level in a city like Florence and we cannot afford to dissipate this heritage, so we decided to do it for the region. It is an investment in future generations and a way to keep this sector alive. We wanted and want to continue to do our part so that young people do not give up on going to school."*

**All scholarships cover 50% of the tuition fees, for a total value of over 250.000 euros, and are open to European citizens** 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 apply, candidates must fill out the appropriate questionnaire on the Polimoda website accompanied by a motivational letter no later than December 10th, 2020. Additionally, calls for the 90 scholarships offered by Polimoda to access one of the Master programs starting in April 2021 remain open until January 2021.

**Scholarship details can be found on Polimoda's website** at the following link:

[www.polimoda.com/information/scholarships](http://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.

For those who want to know more about Polimoda, there will be an **online Open Day** on December 4th. Register to attend on [www.polimoda.com](http://www.polimoda.com).

### Polimoda Press Office

Tessa Pisani – [press@polimoda.com](mailto:press@polimoda.com)  
Tel. +39 055 2750675 – Mob. +39 335 6079408

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