

# POLIMODA

## Massimiliano Giornetti is the new director of Polimoda

**President Ferragamo is "ready to face the new post-Covid challenges ahead. We will confirm our international vocation by strengthening the school's connection with the city of Florence."**

*Florence, February 8th, 2021 - **Massimiliano Giornetti is the new director of Polimoda in Florence.** Already a notable figure in the school since July 2019 as head of fashion design department, Giornetti has been handed over the baton from outgoing director Danilo Venturi. Born in 1971, the new director is a former student. After studying Fashion Design and graduating from Polimoda, he gained international recognition in the fashion world that led him to take on the role of creative director at Salvatore Ferragamo. He then collaborated in the international relaunch of iconic Chinese brand Shanghai Tang's, redefining the aesthetics and values of the brand. He has also been presented with prestigious awards such as GQ Spain's "Man of the Year" Best Designer, Marie Claire Spain's "Best Accessory Collection" and GQ Mexico's International Designer of the Year.*

*"Polimoda is ready to face the challenges of this very special and historical moment by starting from its fundamental values," declares **Polimoda president Ferruccio Ferragamo.** "This new journey begins right here in Florence with the city's artisanal, entrepreneurial and artistic resources. We will always aim for a multicultural dimension, honoring creativity and innovation while also paying special attention to sustainability. For this reason, one of the goals is to reiterate the international vocation of the school despite the vast landscape of uncertainties linked to the pandemic. We're not going to step back. We will also continue working on the development of our connections with the business world and fashion brands that are increasingly part of the school's daily life."*

*"In a lot of ways, my vision for the school begins with the very etymology of the word POLI-MODA, but we're also at the inception of a new era," declares **new director Giornetti.** "This is a genuine community that is capable and willing of navigating human relationships. The time has come to listen, reflect and speak. I would like us to have authentic dialogues so we can build up the talent and facets of each of our students. My aim is to create a cultural bridge between Polimoda, the city of Florence and the internationality that the school has always exemplified. Our institution is a space within a space, evoking a reflexive dimension that flows between fashion, anthropology, economy and art. We're devoted to creativity."*

*"Thanks to everyone's precious contribution, important results were achieved in recent years and innovative projects were developed that allowed the school to grow each year," shares **outgoing director Danilo Venturi.** "However, I feel that this professional cycle is now coming to an end. After this terrible pandemic, fashion, industry and the school itself will undergo important changes. I am ready to face new professional challenges and to leave the school knowing that it will continue on a path of innovation and development with the contribution and expertise of those who will be called to succeed me, trusting that what comes ahead is full of great satisfaction."*

**Polimoda is the first fashion school in Italy and among the top ten in the world thanks to high training courses and highly specialized work and research methodology. There are currently 1,700 students enrolled, 200 teachers and 80 staff units. The school offers 7 post-diploma courses, 18 Post-Graduate Masters as well as short courses and courses funded by the European Social Fund.**

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

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