

POLIMODA



Bag Design: Tod's and Polimoda partner up for master

A new partnership between the Florentine institute and the iconic Made in Italy brand dedicated to leather handbags and accessories design

Firenze, March 18th, 2021 – Polimoda, Italian excellence of fashion education, and Tod's, iconic Made in Italy brand, have joined forces to train a new generation of bag and leather goods designers.

This partnership is the beginning of a fully updated **Master in Bag Design**: the intensive 9-month specialization course is taught in English and attended by young people from all over the world who choose to study in Florence because of its traditional craftsmanship in the fashion industry. The institute is located in the heart of the Florentine leather district, housing the Italian leather and luxury manufacturers of fashion's most important brands as well as the largest high-end leather supply chain.

Tod's combines Italy's timeless elegance with uncompromising quality. The Italian lifestyle is intrinsically linked to the concept of "Italianness," an appreciation for good taste and life's pleasures. With unmistakable and polished style in both its women's and men's footwear and leather goods collections, Tod's has created designs that have become true icons of modern luxury style like the D Bag. Each product is made following the accurate techniques of the most exquisite Italian craftsmanship, allowing the creation of extraordinary objects that are both imitated and desired throughout the globe. Exclusive products take shape every day and are loved by celebrities and leaders from all over the world.

Thanks to the partnership with Polimoda, Tod's will share its extensive knowledge and experience with young people who are preparing for a career in the sector. The Master in Bag Design is characterized by a creative and practical approach based on the study of production techniques, materials, merchandising strategy and collection planning, equipping future accessory designers with both strong and innovative creative direction. The course includes masterclasses, workshops and a brand-specific project in collaboration with the Maison, as well as visits to offices and production facilities in the Florentine territory. There will also be opportunities for internships within the company, allowing students to gain first-hand experience in the fashion world.

Carlo Alberto Beretta, Tod's Brand Manager: *"We are very proud to collaborate with Polimoda, one of the most important schools in fashion. Over this period of uncertainty, it is essential to support young creatives who believe in their future in fashion. The Tod's Group has been supporting the next generation of designers by encouraging an exchange of ideas to help enhance their creativity."*

"Bags and accessories are some of the products that best represent Made in Italy all over the world. As far as artisanal tradition and production excellence, our territory has no rivals and companies are increasingly seeking highly qualified candidates," underlines **Massimiliano Giornetti**, Director of Polimoda. *"At Polimoda, we train future fashion and luxury professionals by combining the tradition of know-how with cultural research and an innovative vision. Thanks to this new partnership with Tod's, we are giving students the invaluable opportunity to inherit the know-how of a company that embodies Italian quality all over the world."*

Additional information about the Master in Bag Design is available on the Polimoda website:
<https://www.polimoda.com/courses/master/bag-design>

www.polimoda.com

www.tods.com

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