

POLIMODA

Polimoda is looking for talent: new scholarships for October 2021

Additional opportunities are now being offered to attend Polimoda courses as part of the plan launched by the school in response to the Covid-19 emergency.

Florence, 29 April 2021- **Polimoda opens new calls for scholarships** created by the school to foster the development of talent, help families and support the recovery of the fashion sector following the Covid-19 emergency.

This time around, the opportunities are dedicated to young people, both Italian and International, interested in attending one of the Undergraduate or Master courses starting in October 2021, for a total of over 40 available scholarships.

"Talent is something innate. It comes in many shapes, but it needs to be guided in the right direction, cultivated in the right way and equipped with the right tools and knowledge for it to truly blossom," declares Massimiliano Giornetti, Director of Polimoda. *"At our school, we are constantly looking for new talents. We want to encourage personal, cultural and professional growth, accompanying students step-by-step as they enter the fashion industry. Scholarships make this opportunity accessible to the most deserving young people around the world, helping them become a fundamental resource for an aesthetic and intellectual rebirth of the future of fashion."*

23 scholarships are reserved for the Undergraduate programs. One full Undergraduate scholarship, valued at 18,000 euros per year, is available for one of the courses in the design area (Fashion Design, Fashion Accessories Design, Fashion Technology and Fashion Styling). The other 22 scholarships will offer incremental coverage, from 20% to 50%, based on the length of the program (two-year, three-year or four-year courses). Fashion Business, Fashion Marketing Management and Fashion Art Direction, in addition to those already mentioned in the area of design, are the paths that can be chosen to prepare for a career in fashion.

20 additional scholarships are being offered for the Master programs. One full Master program, worth 28 000 euros, is up for grabs to attend a Master in Fashion Brand Management or in Fashion Art Direction. The other scholarships—available for the Masters starting in October 2021—cover 50% tuition fees. These 9-month programs are unique for their collaborations with key partners and mentors of the industry. Additionally, there is Fashion Brand Management and Fashion Art Direction in partnership with Vogue Italia. Elisa Palomino is the mentor of Fashion Design and Creative Direction is guided by mentor Torsten Hochstetter.

Finally, a special scholarship worth 18,000 euros per year—named after Federico Schiraldi, the talented Polimoda student who died last February—will allow a young person to attend a Master in Fashion Business, Fashion Marketing Management or Fashion Art Direction.

The Undergraduate scholarships are open to students between the ages of 17 and 25 years old. The Master scholarship applicants must be under 40 years old and in possession of a degree or equivalent qualification, or in the process of discussing the thesis. A good knowledge of English—the language all Polimoda classes are taught in—is essential for all applicants (B2 level).

To apply, candidates must fill out the questionnaire on the Polimoda website accompanied by a motivational letter **before June 4th, 2021.**

The open calls with all of the details are published on the Polimoda website at the link:

www.polimoda.com/information/scholarships

These scholarships started by Polimoda in 2020—with a plan worth over 2 million euros—are dedicated to the most deserving young people of the Tuscany as well as on a national and international level. The opportunities for current and former students continue through the applied projects with companies, the Polimoda Talent business development program and the new Polimoda Coaching. This unprecedented investment by Polimoda supports the development of talent and thus contributes to the recovery of the fashion sector after Covid-19.

For those interested in learning more about Polimoda's offerings, a **virtual Open Day will take place on May 6th.** You can register to the event on the school website www.polimoda.com.

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