

# POLIMODA

## Polimoda Sounds is born: music and podcasts for students and fashion enthusiasts on Spotify

**Polimoda launches a new audio project: music playlists curated by students, podcasts about the fashion industry and an official radio with newly released tracks. This new and innovative way to both entertain and educate Gen Z and Millennials highlights the evocative power of music and sound.**

*Florence, May 26<sup>th</sup>, 2021 - Today, Polimoda Sounds is born. The new project created by the Florentine fashion school marks the beginning of its official profile on the most popular audio streaming platform in the world. A fresh way of sharing content—using the communicative potential of music and sound. An idea of transmitting evocative, high-quality content to accompany the international and diverse community of “Polimoda People” both inside and outside the institute. On the school's Spotify profile, you can listen to music playlists curated by and for fashion students, an official radio dedicated to the discovery of new musical talents as well as podcast episodes featuring the voices of some of the most esteemed professionals in the fashion industry.*

The **Podcast** section contains episodes from some of Polimoda's most successful video interview series, featuring leading figures in the world of fashion, art and contemporary culture such as Marina Abramović, Marco Bizzarri, Rick Owens, Iris van Herpen and more. **Polimoda Duets** explores the stories of some of the most renowned creatives in the industry while **Best Jobs in the World** is a series of interviews dedicated to the behind-the-scenes of some of the most important professions in fashion, touching on current issues such as what it means to be a Creative Director, the role of a Fashion Stylist or a Fashion Publisher.

*“Polimoda has always connected young talents with the industry,” explains Director of Polimoda **Massimiliano Giornetti**. “This is one of the many ways we transmit knowledge and stimulate dialogues between different generations of fashion creatives. Today, thanks to these podcasts, we can share some of our most valued content in a new audio format, moving the focus onto a different form of communication, music. After a long period of isolation, there is the need to break away from screens and share emotions, feelings through new and diverse forms of language capable of creating a real sense of community.”*

**But Polimoda Sounds is above all about the music.** Starting from a selection of songs curated by the students of our school—1700 young people from over 70 nationalities—thematic **playlists** were created by and for our Generation Z and millennial students. The **Deep Focus** playlist improves concentration during studying and research. The **Work Flow** playlist stimulates creativity and inspires new ideas both in the more intense working moments as well as in the final stages of the creation of a collection. Finally, the **Playground** playlist is a collection of tracks for having fun, relaxing and recreating the Polimoda atmosphere, an environment where different cultures and nationalities coexist harmoniously and naturally.

There is also a special playlist dedicated to **Postcards from Florence**, a selection of songs that were chosen by the school's young fashion talents. A reminder of the emotions and feelings sparked by the most iconic places in the city during their time studying in Florence. Tracks from some of Polimoda's most memorable past and future projects such as the **Human Poetics** fashion movie or the upcoming **Final Graduation Show** will also be featured.

**Polimoda Radio** is a playlist with a curated selection of newly released tracks. A real musical invitation to all those who want to connect with the school and discover both international artists and emerging talents. This musical selection is about 60 minutes in length and ranges from rock to electronic, hip hop to soul and even features new musical genres such as synth-wave and nu-disco. Polimoda Radio reflects the identity of the school, bringing inclusivity and diversity to the surface.

*“Music is a means of universal communication,” continues Giornetti. “It awakens emotions, creates atmosphere, evokes memories, but is also a powerful platform that is able to bring like-minded people together, people with similar tastes and interests who believe in diversity and multiculturalism. Polimoda Sounds is dedicated to creative talents from our community and to all those who share our vision and passion for fashion.”*

Polimoda Sounds is available on Spotify starting today and will be updated monthly with new content.

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