

Learning with Bally for one of the most in-demand fashion jobs

In partnership with Bally and Lineapelle, Master in Product Management students visit the industrial headquarters of Accessories and RTW in Florence.

Florence, July 14th, 2021 - Bally and Polimoda have united to train future fashion product managers. As one of the most in-demand jobs of the sector with excellent opportunities and top career prospects, this profession requires technical and creative skills. But, surprisingly, it isn't the popular choice among non-professionals and young people.

Product managers are the common denominator between style, development and production. They translate a fashion designer's idea into a real product and guarantee the highest standards of quality, portability and sustainability. This professional understands the creative and research process, planning, organizing and managing the entire product lifecycle. It is a career path that allows you to travel, interface with all areas of a fashion company—from style to marketing and production—and bring to life garments and accessories that can make or break the success of a brand.

The development of a product line requires the ability to understand materials, details and each phase of the process, without forgetting the sensitivity component. For this reason, **Polimoda chose Bally as a partner for the Master in Product Management**, starting last January, together with Lineapelle.

The latest 9-month specialization program, taught in English, included 9 young people from 5 different countries: Italy, Ireland, France, Belgium and Serbia. Over the past few months, these students had the opportunity to meet with Bally professionals for exclusive masterclasses, including **their July 1st visit to the Group's Florentine headquarters.**

During the visit, students were accompanied by Stefano Galvani, Industrial Director of Accessories and RTW. They were able to see the collection development process through the various stages normally run by product managers. In addition, they visited the new internal laboratory "Atelier Firenze" where models, prototypes and samples are developed and unique custom-made pieces are created for the Maison's customers.

"For 35 years, Polimoda has accompanied the evolution of young talents into talented professionals," explains **Polimoda Director Massimiliano Giornetti**. *"To reach this goal, we rely on strong collaborations with some of the most important brands of the sector. These companies and our exceptional faculty guarantee the true transmission of know-how to new generations. Thanks to this partnership with Bally and Lineapelle, our students can experience training like no other and we know that once they have finished their journey with us, they are ready to enter the professional world."*

"Bally is proud to play a defining part in guiding the next generation of fashion talent," says **Bally CEO Nicolas Giroto**. *"As the industry evolves, particularly in the wake of the pandemic, it is vital to inspire these young creatives with the integrity of traditional craftsmanship and design, while fostering progress and innovation, so they may go on to lead the brands of the future."*

The upcoming edition of the Master in Product Management will begin in January 2022.

For young people interested in this profession, there is also a new three-year Undergraduate in Product Management program, taught in Italian, that starts this October.

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POLIMODA

BALLY

ABOUT BALLY

Bally is a Swiss luxury brand established in 1851, with a rich heritage in shoemaking, and a longstanding relationship to architecture, arts and the environment. Today, the brand offers unique designs across shoes, accessories and ready-to-wear, driven by a dedication to craftsmanship and a contemporary aesthetic. Bally has over 320 retail stores and 500 multi-brand points of sale spanning across 60 countries worldwide, including a global e-commerce platform serving 58 countries. For more information, please visit [Bally.com](https://www.bally.com).

ABOUT POLIMODA

Polimoda is known worldwide for its independence in thinking and action by combining business and design across all departments. Considered one of the best fashion institutes in the world, Polimoda balances the know-how of Italian design and production with an international vision. The undergraduate, master's and short courses offered at Polimoda connect the legacy of the past, with new research and creativity. Professors offer experience-based learning, adapting courses to the changes in the industry as they happen, which is nurtured inside the Renaissance-style building of Villa Favard and in the state-of-the-art laboratories at the Design Lab and the Manifattura Tabacchi. With 70% of students from countries outside Italy, Polimoda is a cultural force in the heart of Florence.

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