

POLIMODA

Kris Van Assche Joins Polimoda

The Belgian designer, founder of KRISVANASSCHE and the creative mind behind Dior Homme's creative revolution and Berluti, is the new Master in Creative Direction mentor

Florence, September 9th, 2021 – Belgian designer Kris Van Assche, known for his urban, elegant and minimalistic aesthetic and for the artistic direction of brands like Dior Homme and Berluti, joins Polimoda's faculty as the newest mentor of the beloved Master in Creative Direction.

Van Assche began his career working under Hedi Slimane, following the designer to Dior to work on its menswear line. After taking over as creative director in 2007, the young designer brought streetwear to Dior's traditional roots, giving the brand a contemporary lift and welcoming a newer and younger fan base to the fashion house. In 2004, he launched his eponymous label KRISVANASSCHE, gaining international attention and distributing his line in over 150 stores worldwide. For the past three years, he was the artistic director of Berluti, reinventing the brand's DNA with a modern and creative approach.

Today, Polimoda and Van Assche have come together to pass down their knowledge to a future generation of creative directors.

"The comprehension of past experiences is definitely a good way to better understand the future and its challenges," explains **Van Assche**. *"The world is evolving at full speed, especially the fashion world, so these experiences from the past need to be put in the perspective of current needs and realities. I am hoping my experiences will allow me to get into the head of the mentees and their needs. I have to admit I am approaching this as a 'win-win' situation; I am counting on the fact I will probably learn a lot myself from my dialogue with this new generation and the energy and passion they bring,"* continues Van Assche.

"Being a Creative Director is, first of all, about understanding the brand you are working for. No two brands will have exactly the same needs. And more than ever before, Creative Directors must be capable of quickly adapting their ideas and concepts to an ever-changing reality. The pandemic gave a whole new side to the creative part of the job. Will there be a Fashion Week? Will buyers and journalists be able to travel? Will stores actually be open, the producers be able to complete the collection we have in mind? Fashion was always about making deadlines, but this just got a whole new dimension."

This significant new collaboration for the institute—offering a core curriculum that is enhanced by its close connection to the industry with partners from some of the most well-known brands and professionals in fashion and luxury like Gucci, LVMH, Tod's, Salvatore Ferragamo, Richemont, Marco De Vincenzo, Bruce Pask, Serge Girardi and many others—guarantees education and training that is always in sync with industry needs.

The Master in Creative Direction is a 9-month course taught in English and the upcoming edition begins in October.

It is aimed at young people with talent and determination who aspire to evolve into the highest role of a fashion designer, guiding a team with a sensory and conceptual approach and artistically directing their own design studio, the identity of a brand or a special project. Design, Brand and Communications are the main themes of the course, teaching students to learn how to juggle trends and fashion cultures, market analysis and strategy, brand identity as well as the creation of visuals, texts and other communication materials.

For more information: <https://www.polimoda.com/courses/master/creative-direction>

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