POLIMODA

The jobs of the future:
Polimoda partners with Microsoft Garage

Firenze, April 13th, 2022 – **Polimoda**, embodying Italian excellence of fashion education, and **The Microsoft Garage**, the company's worldwide program for innovation, have launched a new partnership for the upcoming edition of the Undergraduate in Fashion Marketing Management.

With the job market changing faster than ever, it's important for fashion students to be aware of the latest trends in both technology and business. That's why Polimoda has partnered with The Microsoft Garage in New York City to offer **a new program that focuses on preparing Polimoda students for emerging jobs of the future.**

These exciting new jobs are being defined in real-time along with the rise of the Metaverse. This new Polimoda program will help students understand not only the business and marketing opportunities presented by the Metaverse, but also how those can lead to exciting new career paths.

The 3-year program will include both classroom learning and hands-on practical experience. Students will have the opportunity to work on real-world projects with Microsoft Garage mentors. They'll also learn about the latest tools and technologies, and how to apply them to help drive the fashion industry forward.

The partnership was launched during a meeting in New York between Polimoda Director Massimiliano Giornetti and Microsoft Garage NYC Director Mike Pell, presented today with an online video interview on Polimoda's digital channels, ***Bold, Brilliant and The Best of Both Worlds*** (https://youtu.be/oATtjo3FivQ)**.**

Massimiliano Giornetti discussed how creativity will change in the future, comparing it to what we know now. "*The creative process still strongly follows a hands-on approach. I believe that digital exploration, when combined with both manual and artisan sensitivity, can lead to the enrichment of creative concepts.*" Giornetti said.

Mike Pell talked about how The Microsoft Garage's approach to innovation and experimentation can be applied by Polimoda, and the opportunity students have to explore new career paths in the tech industry based on their incredible design, marketing, and communication talents – "*It's something we desperately need to inject an exciting new energy into our industry.*" Pell added.

The new edition of the Undergraduate in Fashion Marketing Management in partnership with Microsoft Garage will start at Polimoda in October 2022.

Additional information about the course is available on the Polimoda website: https://www.polimoda.com/courses/undergraduate/fashion-marketing-management.

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Microsoft Garage

The Microsoft Garage delivers programs and experiences to the company employees, customers, and partners that drive collaboration, creativity, and experimentation. The motto "doers, not talkers" continues to be the core of what they are. The Garage attracts people who are passionate about making a difference in the world. They are relentlessly curious and lifelong, hands-on learners. By actively participating in the creative process, regardless of success or failure, each person gets the opportunity to gain valuable insights, increase their knowledge, and learn diverse perspectives.

https://www.microsoft.com/en-us/garage/

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.

www.polimoda.com