

Fashion in the Metaverse

Born from a collaboration between Polimoda and MONOGRID, a new course exploring the technologies, scenarios and opportunities of the fashion industry in the metaverse is here.

Florence, April 27th, 2022 – Following the educational partnership announcement with Microsoft Garage in New York, **Polimoda launches the “Fashion for Metaverse” short course in collaboration with MONOGRID**, a digital creative agency elected *Agency of the Year* by the Digital Design Award and nominated as one of the 100 most revolutionary digital factories by AD magazine.

“From the catwalks directly to the Metaverse, Fashion for Metaverse is a new and entirely digital experience aiming to connect the real world with virtual interactions and offering the opportunity for individuals to express themselves through customizable digital 3D avatars,” explains Director of Polimoda **Massimiliano Giornetti**. *“In response to the increasing demand of professional profiles with multifaceted knowledge of the fashion industry, this course will amplify the creative potential of tomorrow’s designers, capable of integrating the craftsmanship of traditional fashion with hyper-augmented realities. Versatile, conceptual creativity connecting the Heritage of fashion with the Metaverse.”*

The 4-week Fashion for Metaverse intensive course is designed for advanced students and professionals with a background in fashion design, **focused on training specialized design experts who master the development of digital fashion creations for the metaverse and NFTs.**

The course will focus on the creative and strategic process in the production of virtual fashion clothing and accessories, addressing subjects such as Fashion Design in the Metaverse, Digital Culture and Iconography, Design Development, Art Direction, Fashion Future and Marketing in the Metaverse. Starting from avatar clothing design, students will explore the subculture of fashion that combines digital design and modeling of real garments, as well as the uploading of design (physical and digital) within the blockchain.

The combination of a Florentine Fashion School with over 30 years of experience in the industry and the young digital factory MONOGRID with expertise in the digital universe is the perfect match for this new course.

MONOGRID is dedicated to the implementation of fashion and luxury solutions in the field of augmented reality, 3D modeling and architecture for digital events and installations. The Florentine agency also carries out digital projects on the potential offered by virtual fashion, such as 3D masks for the metaverse and virtual clothing lines that can be purchased and worn with digital avatars.

Polimoda

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"Since MONOGRID is a reality focused on creativity and content creation for the fashion and luxury world, it is almost a requirement for us to collaborate with Polimoda, an institution that trains new talents every day," explains **Francesco Bernabei**, CEO of MONOGRID. "This course will allow us to connect with students while also building a new vision in the construction of the Metaverse together. It, therefore, will become important to train hybrid professionals who are not only capable of conceiving a physical reality but also have great digital sensitivity and 360° communication know-how."

The first edition of Fashion for Metaverse will start in June 2022 and will cost 5,500 euros. All information can be found on the website www.polimoda.com.

MONOGRID

MONOGRID is a digital creative agency making the unexpected happen, envisioning new platforms and experiences for bold brands who want to explore realities beyond reality. Harnessing the latest technology and the most out-there ideas at the intersection between the online and offline world, MONOGRID brings to life engaging and disruptive installations, immersive digital environments and cutting-edge content for clients in the luxury goods and fashion industries, such as: Maserati, Bulgari, Alexander McQueen and Vogue Italia. In the last years MONOGRID received 15 awards from Awwwards and in 2021 it was chosen as Agency of the Year by Digital Design Award.

mono-grid.com

Polimoda

Polimoda is known worldwide for its independence in thinking and action by combining business and design across all departments. Considered by the Business of Fashion as 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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