

## Polimoda inaugurates the new edition of the Master in Fashion Retail and Omnichannel Management in collaboration with Gucci

The course will be presented on May 23<sup>rd</sup> during a live streaming event in which Polimoda will interview members of the Gucci team and alumni who began their career path in the House.

*Florence, May 11th, 2022* - Polimoda renews its collaboration with Gucci - launched in 2018 - and presents the new edition of the *Master in Retail and Omnichannel Fashion Management*. Starting this year, the course, which prepares young talents for a career in fashion and luxury retail, adopts an innovative approach aimed at providing students with the necessary tools to operate in an omnichannel context, where tradition and innovation combine to create an immersive and integrated shopping experience.

The reasons behind this approach and its development will be discussed in the *Retail and Omnichannel Fashion Management webinar*, organized by Polimoda and Gucci on May 23 at 6 p.m., with the participation of Francesco Falai, Gucci SVP Global People Retail & Business Functions, and Oscar Mariani, Gucci SVP Omnichannel Operations and Performance, in conversation with Polimoda and graduates of the Master that currently work at Gucci. This online meeting is open to everyone interested in the new opportunities in fashion retail management.

Following the evolution of shopping habits in recent years, the fashion system is redefining its business strategies, becoming more and more focused on omnichannel models. Characterized by coherent integration between physical and digital channels, the omnichannel experience involves different touchpoints, influencing not only the way in which products and services are presented, but also the ways companies interact with the customer, in a scenario in which the store continues to play a key role. It is precisely to respond to these changes and to an increasingly customer-centric and innovative context that Polimoda has decided to join forces and consolidate its collaboration with Gucci, reviewing the training course with the aim of preparing the professionals of the future for the new evolution of the fashion and luxury retail sector.

*“Fashion brands are now facing new challenges to win over consumers. An elegant shop, an online store window full of products and an influencer post are no longer enough. Everyone wants what they cannot find, something exclusive. Luxury shoppers desire unique and unforgettable experiences both online and offline. Thanks to the collaboration with Gucci, this Master will prepare a new generation of professionals in omnichannel retail, capable of guiding brands with content creation and innovative experiences for consumers,”* explains **Massimiliano Giornetti, Director of Polimoda**.

*“Omnichannel is playing an increasingly central role in fashion and luxury brands strategies. At Gucci, we have been working for years to offer our customers an immersive and seamless*

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*experience, integrating the physical and digital realms as much as possible. We are therefore delighted to continue our collaboration with Polimoda and contribute to the training of a new generation of talents, who, more than ever, will be called upon to anticipate and interpret the changes in the world of luxury retail,"* adds **Oscar Mariani, Gucci SVP Omnichannel Operations and Performance.**

Designed to train professionals in the various emerging roles of the sector, from *E-Commerce Client Engagement* to *Digital Retail Operations*, the new Polimoda Master in Retail and Omnichannel Fashion Management will be held in the heart of Florence from October to June and will see the participation of teaching staff from the fashion and luxury industries, as well as the organization of guest lectures with members of Gucci's top management and educational visits to the Maison's offices.

The course structure will be divided into four learning modules: luxury fashion business, omnichannel retail management, fashion store concept, and interpersonal skills. The 9-month training experience will combine theory and practice, offering students a unique learning experience with in-depth studies and a final project, for a total of 700 hours.

In addition to benefiting from a privileged look at the dynamics of the industry, at the end of the master's program, the best students will be eligible for selection by Gucci for internships or job opportunities. In previous editions, the Master has created professionals in various areas of the sector, from Merchandising and Brand & Customer Engagement to Channel Management.

Applications for the Master are open and candidate selection will take place after a review of their CVs and cover letters. A degree or equivalent qualification and a good knowledge of the English language are required.

Additional information can be found on the website [www.polimoda.com](http://www.polimoda.com).

Master in Retail and Omnichannel Fashion Management:

<https://www.polimoda.com/courses/master/retail-omnichannel-fashion-management>

## **Polimoda**

Polimoda is known all over the world for its independent approach and its innovative vision of fashion education, based on the combination of design and business. Recognized as one of the best fashion schools in the world, it integrates the know-how of Made in Italy design and production with an international vision. Polimoda's offer includes a wide range of courses and masters for the training of the main professional figures required by the sector, from creative to managerial and strategic ones. Prestigious partnerships for courses held with the most important fashion companies, while mentors and teachers from the industry guarantee teaching based on experience and training that is always up-to-date and in step with the professional reality. With three prestigious locations and 70% of students from abroad, Polimoda represents an international cultural force in the heart of Florence.

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# POLIMODA

# GUCCI

## **Gucci**

Founded in Florence in 1921, Gucci is one of the most important brands in the luxury sector, under the leadership of Marco Bizzarri, President and CEO, and Alessandro Michele, Creative Director. In the wake of the Maison's centenary, Gucci is projected towards the next hundred years, continuing to redefine the concept of luxury in the name of fundamental values such as creativity, artisan tradition and innovation.

Gucci is part of the Kering Group, a world leader in clothing and accessories, which supports and promotes the development of some of the most important brands in the fashion, leather goods, jewelry and watch sectors.

[www.gucci.com](http://www.gucci.com).

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