

# POLIMODA

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## POLIMODA FASHION WEEK 2010

**FROM 12 TO 20 JUNE, DURING PITTI UOMO,  
THE POLIMODA "FASHION WEEK" WILL TAKE PLACE AGAIN,  
PRECEDED ON 9 JUNE BY THE POLIMODA FASHION SHOW 2010**

Following the great success of the first edition, from 12 to 20 June Polimoda Fashion Week 2010 is taking place again, at the same time as Pitti Uomo. The event transforms Florence into a stage set where fashion, creativity, talent and culture mingle, providing an "open air" showcase that enlivens the streets of the city. The theme of the 2010 edition is "Incontri/Meetings", suggesting the idea of exchange, encounter and fusion between reality and different concepts, all in some way related to the world of fashion. The event is preceded on 9 June by the Polimoda fashion Show 2010, the final fashion show of the collections made by students graduating in Fashion design, a double date at the SaschAll Theatre, at 6.30pm and 9.30pm.

*"The first edition of Polimoda Fashion Week – says Linda Loppa, Director of Polimoda – met with great public and critical acclaim, and so we immediately started to organize the second edition intending that it would be even more exciting for the city and would help to communicate the new vision of fashion that our institute offers. This initiative aims at creating a strong link between young and former students of Polimoda, the big names of fashion and shopkeepers, in order to bring the students closer to the city and stimulate them to understand and appreciate its intrinsic value, not only as a place of art, but also as a creative and cultural centre. At the same time we hope to create a meeting point where the events and initiatives that are part of Polimoda Fashion Week can be enjoyed by all."*

The theme of the 2010 edition is emblematic - "Incontri/Meetings" - seen from many points of view and with many different aspects: the students of Polimoda meet the fashion houses, the city of Florence meets the world of Polimoda through the events, lectures and student output, young people meet the students of Polimoda to swap ideas and opinions about their educational experiences. But Incontri/Meetings also represents an encounter between reality and professionals of the sector: thus in this special situation, marketing meets design, the pattern maker meets the designer, the museum meets business, the city meets young designers, Florence meets Prato, and the world of fashion is discussed from the interesting aspect of encounter. There are many possible places for meeting, from the shop to business, from the street to the piazza, where it is easy to feel at ease sharing ideas, opinions and projects.

The shop windows of Via Tornabuoni and Via Maggio in the city centre will again be the stars of Polimoda Fashion Week, a special setting where the creative talent of the Polimoda students will be on show in a sequence that will include the most glamorous names of the fashion

scene. **In addition to this, numerous initiatives involve some of the most prestigious locations in Florence.**

*“Polimoda Fashion Week – states **Linda Loppa** – is an important showcase for the students who we can describe as the “new talents” of fashion tomorrow. During this week our students will have the opportunity to show their abilities and talent at the final fashion show and will be present in the shop windows of the foremost fashion brands of the city. This event is also a way of providing some special support to the students who, having finished their training, are now seeking a job and this opportunity to be seen can help them to realise their professional ambitions.”*

**On 9 June, at the SaschAll Theatre, preceding Polimoda Fashion Week, is the final fashion show of the collections created by graduating students in Fashion Design, a show that will be highly creative, experimenting with forms, shapes, tailoring and attention to detail.** Open to all, the Fashion Show will be held twice, at 6.30pm and 9.30pm and tickets are available from 3 May on the Box Office circuit.

Check out the schedule of events for Polimoda Fashion Week at [www.polimoda.com](http://www.polimoda.com).

Florence, 29 April 2010