

POLIMODA BRINGS ITALIAN FASHION SAVOIR-FAIRE TO BROADWAY

Florence, January 17th 2023 - The Florence-based fashion school opens its doors to the world of costume design through a new short course in partnership with Broadway, led by celebrated choreographer and director Lorin Latarro. The most talented student will be selected for an internship in New York's famous theatre district.

Renowned for its lavish productions and iconic costumes, **Broadway** is a dream come true for every lover of theatre and the world of musicals. Creating costumes for a musical is an art form that requires creativity, attention to detail and a deep understanding of the personalities of the characters involved. **Costume designers** must have expertise in fabrics and garment-making techniques based on the movements required on stage, but most importantly they need to know how to use clothes to represent specific settings or psychological profiles.

That's why famous Broadway choreographer and director **Lorin Latarro** has been chosen by **Polimoda** as a mentor for the new **short course** in **Costume Design** starting in July 2023. Latarro will share her wealth of expertise and experience with students on an introductory course in costume design, with the support of Broadway professionals and teachers at the school.

"The students of Polimoda would bring so much energy to Broadway. We have a huge tradition of incredible designers but it's mostly the same group of people. And I think they're always looking for young energy to help them with their sketches and fresh ideas," said **Lorin Latarro**.

The short course in Costume Design will be held in Florence at Polimoda's workshops and run for a month, during which students will gain specific knowledge about the **cultural and technical aspects of costume design** and discover the secrets behind the iconic looks of famous New York musicals. They will learn all the steps involved in **creating an outfit** for a character in a musical, from the first visual concept to the final design and prototype production.

At the end of the course, the top student will also have the chance of an **internship on Broadway** with Lorin Latarro, flying to New York to put into practice what they've learned in Polimoda's workshops.

"The world of costume design is a highly intriguing and complex one, with its own dynamics and significant professional opportunities," explained Polimoda director **Massimiliano Giornetti**. *"In musicals and the theatre in general, but also in films and TV series, the costumes play a fundamental role in defining the characters, creating the right atmosphere, engaging the audience, and making the show a memorable one. Designing stage costumes has a lot in common with creating fashion but requires very specific historical and anthropological expertise. For Polimoda, this new opening is a natural evolution. Through collaboration with highly experienced partners such as Lorin Latarro, we'll be able to train costume designers capable of bringing Italian fashion savoir-faire to theatre stages all over the world."*

Confirming its international mission and a desire to **develop the training offering** in new artistic and cultural contexts, with this short course Polimoda presents an introduction to costume design and **anticipates the launch of a new undergraduate course** for aspiring **costume designers** next October.

Polimoda Press Office

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Lorin Latarro

After graduating from the Juilliard School and NYU Tisch, Lorin Latarro began her career as a dancer performing on Broadway and touring with world-class dance companies. She has choreographed some of Broadway's many hit musicals, including *Into The Woods*, *Waitress*, *Mrs. Doubtfire*, *Les Liasons Dangereuse*, *Waiting For Godot*, *Merrily We Roll Along at Roundabout*, *Assassins*, *La Traviata*, *Chess*, *21 Chump Street*, *The Visitor*, *Twelfth Night*, *The Odyssey*, *Fanny*, *God Bless You*, *Mr Rosewater* and *A Christmas Carol*.

She is currently working on the stage adaptation of Lauren Sandler's novel *This Is All I Got*, and recently directed Candace Bushnell's one-woman show *Is There Still Sex In The City* at the Daryl Roth Theatre, named as a NYTimes Critics' Pick. She also directed *Hitchhikers Guide To The Galaxy*, *Queen Of The Night* (with which she won a Drama Desk Award), David Foster and Kat McPhee's show *#DateMe* at the Westside Theatre, *A Taste Of Things To Come* at the Nederlander Broadway in Chicago, *Swelling And Irritation* by Jodi Picoult and Tim McDonald, *Trails* by Jeff Thompson at Christy Hall, and *Rodgers After Hammerstein* and *Three Part Harmony* by Beth Malone at the Aspen Theatre.

lorinlatarro.com @latarro

Polimoda

Polimoda is known worldwide for its independent approach to and innovative vision of training in the world of fashion, bringing together design and business. Recognized as one of the world's top fashion schools, it combines Italian design and production know-how with an international outlook. Polimoda's offering includes a broad range of undergraduate and master's courses addressing the main professional roles in the industry, from creative positions to management and strategy. Prestigious partnerships with leading fashion businesses, as well as with mentors and teachers in the sector, ensure that the experience-based training is always up-to-date and professionally relevant. With three sites and foreign students accounting for 70% of the total, Polimoda is an international cultural powerhouse in the heart of Florence.

www.polimoda.com @polimodafirenze

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