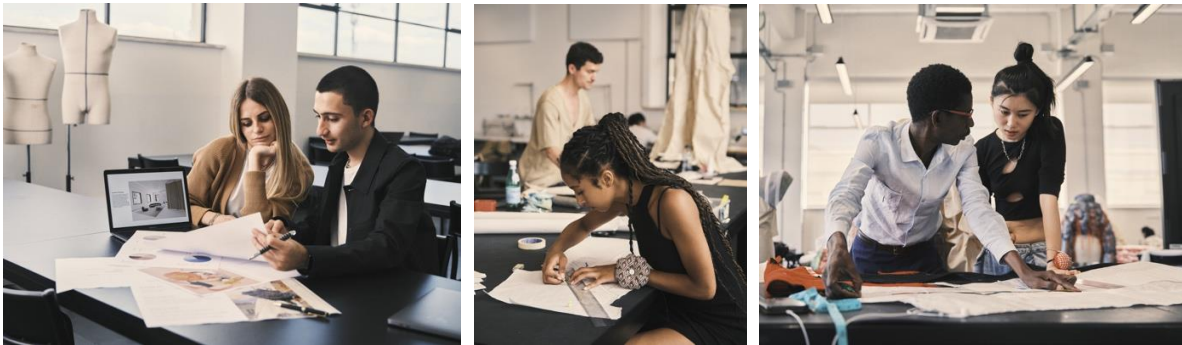


## POLIMODA PARTNERS WITH ARAB FASHION COUNCIL TO OFFER EXCLUSIVE SCHOLARSHIP GIVEAWAY

The Italian fashion school welcomes aspiring students from across the GCC to participate and win a fully paid scholarship for a Master in Fashion Brand Management commencing in April 2024 and additional tutoring sessions for Personal Branding.



**13<sup>th</sup> October, 2023, Dubai, UAE:** The Arab Fashion Council and Polimoda, one of the world's leading fashion schools, have joined forces to announce a groundbreaking collaboration. With a mission to nurture the next generation of fashion talent with world-class education to deserving individuals within the fashion sector, the AFC and Polimoda have pledged to offer a fully paid scholarship to aspiring fashion professionals from across the GCC for the Masters in Fashion Brand Management Program commencing in April 2024. The partnership brings together two influential entities in the fashion world to create a once-in-a-lifetime opportunity, opening the doors for the winner to embark on a transformative journey alongside international students at Polimoda's renowned campus in Florence, Italy.

Polimoda has long been at the forefront of fashion education, covering design and business management courses. As part of this collaboration with the Arab Fashion Council, Polimoda's scholarship will provide an extraordinary chance for ambitious individuals to pursue their dreams in the fashion industry.

Speaking on the occasion, **Jacob Abrian, Founder and CEO of Arab Fashion Council** said, *"The Arab Fashion Council is dedicated to supporting talent in the fashion world, and our partnership with Polimoda reflects this commitment. We are excited to join forces with Polimoda to offer this unique opportunity for aspiring fashion professionals to further their education and career prospects."*

*"We are honored to partner with the Arab Fashion Council in offering this exclusive scholarship opportunity. This collaboration underscores our commitment to nurturing the next generation of fashion leaders and providing them with the essential tools to excel in the industry."* said **Massimiliano Giornetti, Director of Polimoda**

## Application Process and Eligibility Criteria

Prospective students will undergo a selective application process that considers not only academic credentials but also individual potential. To apply, candidates must select the Polimoda Master Course in Fashion Brand Management (April 2024 edition) and complete the application form on Polimoda's website. Candidates will be asked to provide proof of English proficiency (B2 required). The admission committee, composed of Polimoda's Head of Department, Department Supervisor, two Course Leading Teachers, and Arab Fashion Council representatives, will assess candidates based on merits, curriculum vitae, and motivation letter, ultimately awarding the scholarship to the top-ranked candidate. The application period runs from November 1st, 2023, to December 1st, 2023 and a full list of documents required for the admission process is included on the Polimoda website.

## Polimoda's Master in Fashion Brand Management

Polimoda's Master in Fashion Brand Management program, scheduled to commence in April 2024, is a testament to the institution's commitment to nurturing the next generation of fashion leaders. This visionary program equips students with the creative, strategic, and relational abilities needed to excel in the world of brand management. It delves into three core pillars: **'Vision,'** exploring the relationships between humans, society, and industries; **'Management,'** focusing on real-world business models through strategic marketing; and **'Communications,'** teaching students to craft and deliver compelling brand narratives.

Taught by a faculty of seasoned industry professionals and enriched by international guest lecturers, this intensive program comprises 700 contact hours and allows students to earn 80 academic credits. Upon completion, graduates are well-prepared for diverse roles in brand management across the fashion industry and beyond.

## Overall Collaboration

As part of the overarching collaboration with Arab Fashion Council, Massimiliano Giornetti participated in a panel discussion at the Threads Talks, an event organized by Meta and Arab Fashion Council and featured on the Dubai Fashion Week Calendar. The discussion, hosted by Jacob Abrian, delved into the "Business of Fashion", where Polimoda's Director shared insights from his international experience alongside other esteemed industry figures. Offering a unique opportunity and his expertise, Massimiliano Giornetti also led an exclusive hands-on workshop titled "Research, Cut, Create, Re-create.". The workshop was designed to inspire participants to explore non-fashion images, extract elements from art and nature, and infuse them with fashion details. From collages to innovative design concepts, the workshop offered a fresh perspective on fashion creativity.

At Dubai Fashion Week, Polimoda proudly presented the extraordinary talent of Domenico Orefice, a fashion design graduate from the school and recipient of the prestigious Polimoda Talent award. Domenico presented the latest collection of his homonymous brand, Domenico Orefice™, in a captivating fashion show, providing a vivid testament to the innovation and creativity nurtured at Polimoda.

The collaboration between Polimoda, the Italian Fashion School, and the Arab Fashion Council represents a significant milestone in the fashion education landscape with the objective of nurturing talent, fostering creativity, and empowering the next generation of fashion leaders. With a commitment to excellence in fashion education, Polimoda and the Arab Fashion Council invite aspiring students from across the GCC to seize this unique opportunity and embark on an inspiring journey into the world of fashion brand management.

For the latest updates and announcements, please follow the social media accounts and visit the websites.

Polimoda:

IG @polimodafirenze

Website [www.polimoda.com](http://www.polimoda.com)

Arab Fashion Council:

IG @arabfashioncouncil

Website: [www.arabfashioncouncil.com](http://www.arabfashioncouncil.com)

**For additional information, please contact:**

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**About 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.

[www.polimoda.com](http://www.polimoda.com) @polimodafirenze

<https://www.instagram.com/polimodafirenze/>

<https://www.tiktok.com/@polimoda>

**About Arab Fashion Council:**

The Arab Fashion Council (AFC) is the world's largest not-for-profit organization dedicated to establishing a comprehensive fashion system, the Pipeline, unifying the 22 Arab countries under a single umbrella. AFC's vision is to foster a creative economy based on knowledge and production, leveraging the industry's collective expertise, experience, and resources. Founded on May 28th, 2015, the AFC serves as the authoritative representative of the fashion industry across the Arab nations. The AFC's strategic pillars revolve around an economy centered on creative knowledge within the Arab Fashion system, reputation, education, sustainability, and fashion for humanity.