



KAPPA® X FIORENTINA BY POLIMODA

Capsule collection and 2023/24 fourth kit coming soon

Three Polimoda students are behind the soon-to-be-presented **capsule collection** which includes Fiorentina's fourth kit for this season.

The Club, Kappa® and the world-renowned fashion school involved students from the third year of the Fashion Design and Fashion Business courses in an initiative which began last October and the results of which are now set to be revealed. Their task was to come up with the design and launch campaign for the new capsule collection comprising **T-shirt, hoodie and fourth kit for the 2023/24 season**.

This highly engaging experience came about from the desire of Fiorentina, Polimoda and Kappa® to bring together the different worlds of football, fashion and sports clothing while placing the emphasis on **youth, talent, innovation, internationality** and, above all, **passion for Fiorentina**.

The students jumped at the chance to put themselves to the test following the rules, requirements and quirks of the **sports business**. They studied the **club's history**, tradition, **fans** and visceral bond with Florence to devise proposals using an **original, creative international language**. Working in teams, each group of three students put forward a proposal that included the capsule collection and launch campaign in accordance with the brief given them by Fiorentina, Polimoda and Kappa®, which they then presented to representatives of the football club.

The winning design was by **Noè Falchi (Fashion Design), Giulia Lin and Juliana Llobet (Fashion Business)**: they created a fun, catchy concept, a blend of history, legend and modernity in an innovative capsule collection that fits in well with the entire 2023/24 Kappa® collection.

ACF FIORENTINA is a soccer team from the city of Florence, one of Italy's most historic football clubs with a long tradition of success. In June 2019, Fiorentina was bought by Rocco B. Commisso and the new president began introducing innovation throughout the club, investing in infrastructure to help the team compete at the highest level. This led to the construction of Viola Park, the first training center ever owned by the club itself, which was inaugurated in October 2023. Viola Park is home to all the men's and women's teams and all of the club's employees.

Kappa® is one of the brands owned by the BasicNet Group, which also owns Robe di Kappa®, Jesus® Jeans, K-Way®, Superga®, Sabelt®, Briko® and Sebago®, leading brands in the clothing, footwear, and sports and leisure accessories sectors. BasicNet operates across the world through a network of entrepreneurs who are licensed to produce or distribute merchandise from the Group's brands. BasicNet provides them with research and development services, product industrialization and global marketing. All corporate processes are carried out entirely on the Internet, making BasicNet a "fully web integrated company". BasicNet's headquarters are in Turin and the company has been listed on the Italian stock exchange since 1999.

Polimoda is recognized as one of the best fashion schools in the world thanks to its independent approach and innovative vision for fashion education applied to business and design. The school offers undergraduate and postgraduate courses to train the most in-demand fashion professionals, by integrating Italian expertise with a cosmopolitan vision. Prestigious partnerships and professors from the fashion industry ensure that teaching is based on up-to-date experience in the field. With over 70% of foreign students coming from every corner of the globe, Polimoda provide international, cultural vitality in the heart of Florence.