

POLIMODA

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Polimoda is recognized worldwide for its high-quality fashion education. Listed among the best fashion schools in the world, Polimoda prides itself on providing professional training through highly specialized working and research methodologies. With 2000 students representing more than 70 nationalities, Polimoda is not only an educational institution, but a creative campus: a hotbed for visionaries and opinion leaders in fashion, culture, and education. Since 2022, **the institute has collaborated with the United Nations Office for Partnerships** to help design the future of the fashion industry centered on sustainability, inclusivity, and climate action, becoming the first academic institution to join the UN Conscious Fashion and Lifestyle Network.

With its headquarters in Florence, the beating heart of Made in Italy, Polimoda embodies the DNA of Italian excellence with an international vision. Founded in 1986 as part of an initiative conceived and financed by the Cities of Florence and Prato along with fashion-sector trade associations, **Polimoda boasts almost 40 years of experience in fashion and luxury education**. Since 2006, **Ferruccio Ferragamo**, the President of Ferragamo Finanziaria and an enlightened entrepreneur, has served as the school's President, representing the epitome of Made in Italy fashion on the global stage.

Since February 2021, the Director of the institute has been **Massimiliano Giornetti**, an internationally acclaimed creative director and former Head of the Fashion Design Department at Polimoda. He is an alumnus of the school with a long career in the fashion field, holding the role of Creative Director at Ferragamo for sixteen years and contributing to the relaunch of the iconic brand Shanghai Tang. Working alongside President Ferragamo and **Linda Loppa**, Strategy and Vision Advisor and a key figure in the fashion education landscape, Giornetti guides the school in strengthening its international outlook, fostering connections with Florence, and reinforcing ties with key industry players.

Polimoda offers a wide range of educational programs, including 2–4 year Undergraduate programs, 9-month Master programs, 1-month Short courses, as well as Online, Orientation, and Semester courses. These programs are **designed to provide advanced training for major professional roles required by the industry** — from managerial and strategic positions to creative development. The school maintains a strong network through continuous interaction with fashion companies, a faculty composed of industry professionals, and flexible, high-quality training that adapts to the ever-evolving needs of the fashion world. Consequently, an increasing number of alumni have secured prestigious positions at leading international brands or emerged as standout fashion designers.

In recent years, Polimoda has developed prestigious partnerships, with **Gucci** for the Master in Luxury Retail & Business Management, **Ferragamo** for the Undergraduate in Atelier Design, **Etro** for the Master in Collection Design, **Vogue Italia** for the Master in Fashion Art Direction, **Pentagram** for the Undergraduate in Fashion Art Direction, and **LVMH** for specialized training in leather goods.

Key figures in the industry, including Belgian designer **Walter Van Beirendonck**, one of the Antwerp Six, **Marco De Vincenzo**, Founder of his eponymous brand and Creative Director of Etro, **Bruce Pask**, Senior Editorial Director of Neiman Marcus, **Matteo Ward**, CEO and Co-Founder of WRÅD, **Massimo Cantini Parrini**, award-winning costume designer, and many others, collaborate with the school as mentors for students across various courses and master programs.

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Educational programs are further enriched by **events, collaborations, and talks by international speakers**, offering valuable insights and fostering dialogue on key industry issues. Notable guests have included **Francesco Risso, Marco Bizzarri, Renzo Rosso, Rick Owens, Isabella Rossellini** and many others.

Dedicated to nurturing talent, Polimoda organizes a rich calendar of initiatives and events highlighting the work of its most promising students. Among them, the **Polimoda Graduate Show** showcases the best graduate collections, while the **Career Days** connect graduating students with companies. Through the Polimoda **Talent** platform, the school supports alumni with scholarships, co-working spaces, and mentorship opportunities for innovative startups and new ideas in the fashion and luxury sectors.

The institute's locations in Florence form a true **creative ecosystem**, where fashion is at the center of a continuous dialogue with other disciplines. This interaction reflects the contemporary evolution of the fashion system, promoting a dynamic and interdisciplinary approach. **The two campuses**, located at Manifattura Tabacchi and Villa Favard, are just a short distance apart, together forming a single, integrated **educational hub spanning over 15,000 square meters dedicated to fashion**.

The **Villa Campus**, housed in the historic Villa Favard complex, serves as Polimoda's administrative and service headquarters, as well as the heart of its **fashion business courses**. Here, students study marketing, communication, merchandising, retail, product management, and sustainable fashion. Beyond providing a dynamic learning environment, the campus is **a vibrant cultural hub for the city of Florence**. The Villa Campus also hosts the **Polimoda Library**, one of the most comprehensive fashion libraries in Europe.

The **Manifattura Campus**, spanning across 12,000 square meters as part of a major urban regeneration project, offers a one-of-a-kind facility in global fashion education. It includes numerous workshops for **apparel design and garment-making**, a wing dedicated to **footwear, accessories, and leather goods**, a full floor for **knitwear and textile research**, and **six photography studios** of various sizes.

This setup allows students to explore every facet of fashion, fostering a holistic education and encouraging cross-disciplinary collaboration that mirrors the real-world dynamics of the fashion industry.

Polimoda thus reaffirms its status as **Italy's leading institute — and one of the top schools globally — by offering a bold and integrated vision of fashion education**. Attracting talent from all over the world to Florence, the institute promotes core values such as diversity, inclusivity, and sustainability, all deeply embedded in its continuous vision of renewal.

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