

POLIMODA JOINS THE MUR ACCREDITATION SYSTEM: A NEW PHASE OF STRATEGIC GROWTH BEGINS

In its fortieth year, the school receives Italian ministerial accreditation for its Fashion Marketing Management program, opening a new chapter in its history.

Florence, April 22, 2026 – Polimoda has officially joined the accreditation system of the Italian Ministry of University and Research (MUR) as a legally recognized AFAM institution (Alta Formazione Artistica, Musicale e Coreutica – Italy's Higher Arts and Music Education system). As it marks its fortieth anniversary, the Florence-based school has received accreditation for the first program in its portfolio, turning an institutional milestone into the foundation of a new strategic vision.

The accredited program is the three-year course in Fashion Marketing Management, conferring a legally recognized first-level academic diploma. Beginning with the 2025/2026 academic year, the program will combine academic excellence with Polimoda's established industry-driven approach.

This is more than a formal recognition. In the words of President Niccolò Ricci, it is the beginning of a journey:

“With this accreditation, Polimoda formally enters the Italian ministerial accreditation system, opening a new chapter in its history. This is the first step of a plan that will progressively expand our portfolio of accredited programs over the coming years. Accreditation brings new opportunities and new responsibilities, with the goal of strengthening Polimoda's position among the world's leading fashion schools. The three years ahead begin with a very strong signal.”

The Fashion Marketing Management program addresses a critical area of the global market, bridging creative vision and management skills. The curriculum covers forward-looking disciplines including Global Economy, Product & Textile Development, Fashion Operations & Supply Chain, Corporate Finance, and Fashion Law, all closely tied to the fashion product, giving students a recognized academic credential alongside the school's signature learning-by-doing methodology.

Accreditation opens new doors for students: credentials recognized in international institutional contexts and for postgraduate specialization pathways, and an education that combines academic rigor with direct industry engagement. Polimoda is working to progressively expand this offering, with the goal of strengthening its position among the leading fashion schools in Italy and worldwide.

Founded in Florence in 1986, Polimoda today has approximately 2,000 students from 107 countries, a network of over 2,000 companies, and a 90% placement rate within six months of graduation. With this step, the school enters a new institutional dimension, bringing with it forty years of excellence, a cosmopolitan identity, and deep roots in the heart of Made in Italy.

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