

POLIMODA

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GENERAL INFORMATION

Polimoda is recognized worldwide for its high-quality fashion education. Listed among the best fashion schools in the world, Polimoda prides itself on its professional training by means of highly specialized working and research methodologies.

With 2000 students of 70 different nationalities, Polimoda is not only an educational institute, but a creative campus: a hotbed for visionaries and opinion leaders from the worlds of fashion, culture and education. From 2022, the institute collaborates with the United Nations Office for Partnerships to help design the future of the fashion industry centred on sustainability, inclusivity and climate action, the first academic institution to join the UN Conscious Fashion and Lifestyle Network.

With its headquarters in Florence, the beating heart of the “Made in Italy” brand, Polimoda is a center where the very DNA of Italian excellence entwines with an international vision. Founded in 1986 as part of an initiative conceived and financed by the Cities of Florence and Prato and fashion-sector trade associations, Polimoda boasts over 36 years of experience in education specialized in

the fashion and luxury sectors. President of the school since 2006, Ferruccio Ferragamo, also president of Ferragamo Finanziaria, is an enlightened entrepreneur and his name represents Made in Italy fashion all over the world. From February 2021, the Director of the institute is Massimiliano Giornetti, an internationally known creative director and previously head of 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 of Salvatore Ferragamo for sixteen years and collaborating in the relaunch of the iconic brand Shanghai Tang. Together with President Ferragamo and Linda Loppa, Strategy and Vision Advisor and one of the most famous faces in fashion education, he is ready to guide the school, guaranteeing Polimoda’s internationality, connection with the city of Florence and development of relationships with some of the most important companies of the sector.

Polimoda offers a wide range of educational programs – 2, 3 or 4-year Undergraduate programs, 9-month Master programs, 3 or 6-month Intensive programs and 1-month Short courses – that provide high-level

training for major professional roles requested by the sector, from managerial and strategic to creative development. Moreover, Polimoda guarantees the most up-to-date curriculums that stay astride with the professional world by continually building a strong network via ongoing interaction with fashion companies, attracting a faculty composed of professionals from the industry and providing flexible, high-quality training that responds to the fast-moving needs of fashion. It is, therefore, no coincidence that an increasing number of former students are either finding prestigious positions at some of the biggest international brands or standing out as emerging fashion designers.

In recent years, Polimoda has established prestigious partnerships with industry leaders such as LVMH for the launch of the first Italian branch of its professional training program, with Gucci for a farsighted Master in Retail and Omnichannel Fashion Management, with Salvatore Ferragamo for a Master in Shoe Design and with Tod's for a Master in Bag Design, with Microsoft Garage for an Undergraduate in Fashion Marketing Management and Vogue Italia for a master in Fashion Art Direction, with United Nations Conscious Fashion and Lifestyle Network for the Master in International Fashion Business.

Always attentive to the development of talent, Polimoda dedicates a rich calendar of initiatives and events to spotlight the work of its best students, which includes the Polimoda Final Graduation Show, an annual showcase of our young fashion designers' graduate collections, and Business Links, a one-on-one format that facilitates connections between graduating students and companies. Through the business development platform, Polimoda Talent also supports the institute's alumni through a series of scholarships, co-working projects and mentorships for innovative startups and young fashion and luxury entrepreneurs.

The school has two prestigious locations in Florence. The historic Villa Favard in the heart of the city serves as Polimoda's headquarters and hosts guests, managers and creative talents within its prestigious walls and strategic position. This campus also features one of the biggest fashion libraries in Europe. There are also the Manifattura Tabacchi complex – in one of Florence's most striking industrial monuments and part of a major urban redevelopment project dedicated to an entire Florentine district – serve as creative hubs, housing workrooms for design, sewing, knitting, fashion technology as well as footwear & accessories and art direction courses.

Courses



Courses / Undergraduate

UNDERGRADUATE

UNDERGRADUATE PROGRAMS ACROSS
THE AREAS OF FASHION DESIGN,
FASHION BUSINESS, ART DIRECTION AND
FASHION MARKETING MANAGEMENT

Polimoda's Undergraduate programs provide in-depth training in various fashion fields, with 3-month internships to develop skills in a professional setting. Ideal for high school graduates seeking fashion expertise and a jumpstart to their careers.

Courses / Undergraduate

ATELIER DESIGN

In partnership with Pattern Group

FASHION DESIGN

Mentorship by Dan Thawley

DIGITAL STRATEGY FOR FASHION

In partnership with The Dematerialised

FASHION DESIGN MANAGEMENT

FASHION ACCESSORIES DESIGN

FASHION MARKETING MANAGEMENT

In partnership with Microsoft Garage

FASHION ART DIRECTION

Mentorship by Marc Ascoli

FASHION STYLING

FASHION BUSINESS

Mentorship by Paolo Cigognini

PRODUCT MANAGEMENT

click on the course for details



Courses / Master

MASTER

POSTGRADUATE PROGRAMS ACROSS THE
AREAS OF FASHION DESIGN, FASHION
BUSINESS, ART DIRECTION AND TEXTILES

Join the ranks of global professionals in the fashion and luxury industries with Polimoda's specialized Master programs. Constantly updated to cater to market needs and feedback from our network, gain the best possible training to enter the working world.

Courses / Master

BAG DESIGN

In partnership with Tod's

FASHION DESIGN

Mentorship by Walter Van Beirendonck

Courses / Master

FASHION WRITING AND CURATION

Mentorship by Tim Blanks

SHOE DESIGN

In partnership with Ferragamo

COLLECTION DESIGN

In partnership with Etro,
Mentorship by Marco De Vincenzo

FASHION MARKETING & COMMUNICATIONS

INTERNATIONAL FASHION BUSINESS

In collaboration with the United Nations
Conscious Fashion and Lifestyle Network

SUSTAINABLE FASHION

Mentorship by Matteo Ward

CREATIVE DIRECTION

Mentorship by Felipe Oliveira Baptista

FASHION MERCHANDISING & BUYING

Mentorship by Bruce Pask

LUXURY BUSINESS

SUSTAINABLE FASHION DESIGN

FASHION ART DIRECTION

In partnership with Vogue Italia

FASHION STYLING

Mentorship by Serge Girardi

LUXURY RETAIL & BUSINESS MANAGEMENT

In partnership with Gucci

TEXTILES FROM FARM TO FABRIC TO FASHION

In partnership with Lidewij Edelkoort

FASHION BRAND MANAGEMENT

Mentorship by Stefano Filippelli

FASHION TREND FORECASTING

Mentorship by Philip Fimmano

PRODUCT MANAGEMENT

In partnership with Bally and Lineapelle

click on the course for details



Courses / Intensive

INTENSIVE

INTENSIVE PROGRAMS ACROSS THE AREAS OF BEAUTY, FRAGRANCE, E-COMMERCE AND EVENTS

Fast-track your fashion career with Polimoda's Intensive Programs. Designed for those seeking immediate industry access, these 3-6 month practical courses provide hands-on learning and focus on developing career-specific skills. Gain expertise in less time than traditional degrees.

BEAUTY
MANAGEMENT

FASHION EVENT
PLANNING

FASHION
E-COMMERCE

FRAGRANCE
MANAGEMENT

[click on the course for details](#)



Courses / Short

SHORT

SHORT PROGRAMS ACROSS THE
AREAS OF FASHION DESIGN, FASHION
BUSINESS, ART DIRECTION AND MORE

Embark on an educational experience in Florence with Polimoda's Short Programs. Whether you're looking to learn basic skills, gain an introduction to a specialized area or explore the campus culture, our short courses offer an open door to the fashion industry's most important spaces.

Courses / Short

COSTUME DESIGN

Mentorship by Ellen Mirojnick
or Lorin Latarro

FASHION BUSINESS: LEGACY AND INNOVATION

In partnership with Sup de Luxe

Courses / Short

FASHION MARKETING & MERCHANDISING

INTRODUCTION TO FASHION DESIGN

DIGITAL VISUAL IDENTITY

FASHION DESIGN

FASHION PHOTOGRAPHY

KIDSWEAR

EYEWEAR DESIGN

FASHION E-COMMERCE

FASHION PORTFOLIO

LUXURY DESIGN AND MANAGEMENT

In partnership with Parsons Paris -
The New School

FASHION BRAND MANAGEMENT

FASHION ILLUSTRATION

FASHION STYLING

PATTERN MAGIC

FASHION BUSINESS PLAN

FASHION JEWELRY

FASHION TREND FORECASTING

SUSTAINABLE FASHION

click on the course for details

INTRODUCTION TO FASHION AESTHETICS



Courses / Online

ONLINE

ONLINE PROGRAMS SPANNING THE REALMS OF FASHION DESIGN, FASHION BUSINESS, ART DIRECTION AND MUCH MORE

Gain global fashion insights from the comfort of your home with Polimoda's Online Programs. These flexible courses offer comprehensive, industry-focused knowledge, perfect for those juggling personal commitments.

CONSUMER
BEHAVIOR

GRAPHIC DESIGN
FOR BEGINNERS

FASHION EDITORIAL
STYLING

PERSONAL BRANDING

FASHION
EXHIBITIONS

SEO

FASHION HISTORY

SOCIOLOGY OF
THE IMAGINARY

FASHION
ILLUSTRATION



Courses / Study abroad

STUDY ABROAD

TAILOR-MADE PROGRAMS

Polimoda's tailor-made courses offer private, customized training with industry experts in response to specific needs regarding issues related to the fashion and luxury industries. Our partners can benefit from Polimoda's expertise to maximize their experiences abroad with the opportunity to participate in experiential learning programs that includes practical labs, unique fieldtrips and classes.

JOINT COURSES

Polimoda is proud to offer a portfolio of courses in collaboration with other leading fashion institutes in Europe and around the world. These programs offer a superb opportunity to combine education with an international experience and cultural exchange. Polimoda is always looking for new partnerships with top quality schools around the globe, to create innovative study programs that enable students to enlarge their global vision and culture and enrich their capability with specific expertise in both fashion business and fashion design.

PRE-COLLEGE PROGRAMS

Explore your creativity in Florence

Located in the heart of Florence, Polimoda's Pre-College Summer Program immerses students in the fashion world through creative course work and supervised educational visits to artisan workshops, fashion ateliers, manufacturing factories and more. Participants learn first-hand through life-changing Tuscan experiences and discover what it really means to pursue a career in fashion.

Throughout the transformative program, students attend college level fashion courses taught in English by industry leaders in their field and visit fashion museums, companies and productions. They are also taken on unique field trips according to their chosen program. Participants will gain valuable insight on the real world of fashion industry professionals, uncover employment prospects in the industry and even learn how to create an impressive curriculum. The Pre-College Program gives students a jump start on planning their future in fashion.

CONTACT

Email: international@polimoda.com



Courses / Professional Training

PROFESSIONAL TRAINING

Courses devoted to training companies and professionals to increase knowledge and enhance skill set in fashion.

In our Corporate Training courses, companies and individuals can update their experience in light of the most recent trends.

The courses in the Polimoda catalogue focus on specific topics in fashion, enabling professionals to gain a deep understanding of

the areas of greatest interest to them. The streamlined format, consisting of weekly meetings, also in the evening or at weekends, ensures the courses do not interfere with work commitments.

Trusted by:

Gucci, Fendi, Louis Vuitton, Ferragamo, Tod's, Loro Piana, Yoox, Mestieri D'eccellenza Lvmh

CONTACT

Email: professionaltraining@polimoda.com

CAMPUSES



WE LIVE IN THE HEART OF FLORENCE

Polimoda's students thrive across three campuses in Florence: the historic Villa Favard, the contemporary Design Lab and the new campus inside Manifattura Tabacchi.

Whether centuries old or ultra-modern, these spaces are hubs of activity, creativity and new ideas that are changing the future of fashion as we know it.

Campuses



VILLA FAVARD

Via Curtatone 1, Florence, Italy
Open from Monday to Friday, 9.00am – 8.00pm
Ph. +39 055 275061

Overlooking the Arno River, this magnificent Villa built in 1858 houses lessons in frescoed rooms, as well as the administrative headquarters of the Institute. Students from the entire institute attend classes here, and in the facing 'Scuderie' building. On the lower level of the Villa, students can find The Polimoda Library, the first fashion library in Europe that currently houses 22,000 fashion and photography books and 400 complete collections of magazine archives.

Campuses



MANIFATTURA TABACCHI

Via delle Cascine 35, Florence, Italy
Open from Monday to Friday, 8.30am – 8.30pm
Ph. +39 055 2750899

Nestled in the western stretch of Florence's central district, the Manifattura Tabacchi, a 1940s feat of Italian rationalist architecture, is currently undergoing extensive renovation to become a new urban hub for Florentine contemporary culture and life. Among its novel occupants will rise Polimoda's third branch, a 6000 square-meter space set to house classrooms, photographic studios, art rooms, pattern making, tailoring and knitwear workshop spaces, computer labs and a state-of-the-art auditorium.

CONTACTS

INFORMATION AND ORIENTATION OFFICE

Via Curtatone 1,
Florence, Italy

Open from Monday
to Friday, 9am – 5pm

Ph. +39 055 2750628

Email: orientation@polimoda.com

GET IN TOUCH WITH POLIMODA

Our staff is dedicated to giving all the information possible on courses and how to apply. Please don't hesitate to book an appointment to visit Polimoda, and learn more about our courses and the possible job opportunities this might create for you in the fashion industry.

POLIMODA.COM