

IN-STORE

Yoox offers educational path for tech-savvy students

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Yoox promotional image

By STAFF REPORTS

Italian fashion and design retailer Yoox is recruiting tech-savvy students for its new Yoox Graduate Program: Tech.

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The program, introduced on social media, targets students interested in pursuing careers in technology fields. As a whole, the luxury industry, especially the fashion and accessories sectors, has faced hiring challenges as qualified artisans and designers are now harder to come by.

Hitting the ebooks

Although technology is a growing field with many employment opportunities, seeking an education through an established brand, rather than a traditional school, may lead to the student being hired upon program completion.

Yoox's Graduate Program: Tech will offer students the opportunity to gain professional experience in Web development, business analysis and software testing. Completion results in a master's degree in computer or technology areas.

The 18-month work-study program includes a six-month internship and a full year of work

placement within Yoox. After the program is successfully completed, the student will be assigned a role one of Yoox's teams to begin a technology-based career.



Promotional image for Yoox Graduate Program: Tech

During the program, Yoox will offer feedback and will provide a tutor to help develop the student's professional and technical skills.

Potential students must be interested in new technologies, real challenges, passionate about Web development and code writing and have a desire to learn. Also, the students must be knowledgeable in both Italian and English, as the program is based in Bologna, Italy.

Applications are being received until Feb. 16.

Conde Nast offers a similar program for fashion journalism nearby its London headquarters ([see story](#)).

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