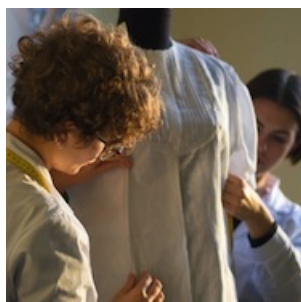


IN-STORE

Fendi teaches next-generation couturiers at Massoli Academy

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Promotional image for Fendi's Massoli Academy

By STAFF REPORTS

LVMH-owned apparel brand Fendi is lending its support to young artisans through an endorsement of the Massoli Academy.

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Many of the brands within LVMH's stable support educational programs that provide opportunities for students looking to study artisanal crafts and business in relation to the luxury sector. For Fendi, its inauguration of the Massoli Academy extends an existing relationship with a traditional workshop, thus showing its dedication to keeping craftsmanship skills intact among future generations.

Learning the couture ropes

Fendi has worked closely with Sartoria Massoli, a couture workshop, since 1982. The Massoli Academy, based out of the Sartoria Massoli, is designed to teach the savoir-faire of dressmaking to a new generation.

Overall, Fendi's objective is to preserve the prestige of "Made in Italy" craftsmanship in a time when many individuals are choosing other career paths than those aligned with the high-end fashion sector.

At the Massoli Academy, instructors train students in the traditional skills and precision needed to create haute couture. The program also touches on theoretical and practical subjects to allow the students to become experts in all aspects of couture. This includes dressmaking techniques, creation of prototypes from designs to fabric cutting and courses on fashion history, marketing and management.



Students at Fendi's Massoli Academy

Workshops and seminars for the Massoli Academy take place at Fendi.

The academy's first graduating class includes 18 talents who began training in October 2015. Upon completion of training at the Massoli Academy, the students will begin a six-month internship.

"As an Italian house that deeply believes in 'Made in Italy' and produces all its collections here, we feel a profound obligation to protect our heritage and our exceptional savoir-faire and pass it on to new generations," said Pietro Beccari, president and CEO of Fendi, in a statement.

Across the aisle at LVMH's spirits brands, Moët & Chandon is helping consumers differentiate between Champagne and sparkling wine at an educational pop-up in the heart of London.

The Champagne house is taking consumers "from grape to glass" in a virtual and immersive experience hosted at Conde Nast College in London's Soho neighborhood. Hosted by "wine gurus," the Moët Academy includes virtual reality touchpoints to transport visitors to Moët & Chandon's vineyards for a well-rounded and education experience ([see story](#)).

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