

EDUCATION

## LVMH expands IME leather goods training to Tuscany

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*Polimoda's Design Lab. Image credit: LVMH, photo by Federica Fioravanti*

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By STAFF REPORTS

French luxury goods conglomerate LVMH is ensuring that the skills of leather goods artisans are passed down to younger generations through an educational program.

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LVMH's Institut des Miers d'Excellence (IME) has expanded from France into Italy, selecting Italian fashion school Polimoda as a partner for training leather goods artisans. The luxury sector has been inventive, often leveraging educational programs, to ensure future generations are trained in traditional handcrafts.

### Made in Italy training

LVMH launched the IME in 2014 to protect the savoir-faire of its brands. The IME offers professional training programs through partner schools and in collaboration with LVMH houses such as Bulgari, Cline, Christian Dior Couture, Fendi, Loro Piana, Louis Vuitton and Veuve Cliquot.

Currently, more than 200 young people are enrolled in IME-backed training programs for leather goods, vineyards and winemaking, culinary arts, watches, retail and design ([see story](#)).

Partner schools, based in France and Switzerland, include BJO Formation, cole de la Chambre Syndicale de la Couture Parisienne, Compagnons du Devoir, Avize Viti Campus, Ferrandi Paris, cole d'Horlogerie LVMH, EMASUP and EIML Paris.



*Courses will be held at Polimoda's Design Lab. Image credit: LVMH, photo by Federica Fioravanti*

"The LVMH Institut des Mtiers d'Excellence plays a vital role in perpetuating the excellence of our maisons and in ensuring the perpetuation of these mtiers," said Chantal Gaemperle, group executive vice president human resources and synergies at LVMH, in a statement.

"I am delighted to see the launch of this new program with Polimoda in Italy, an exemplary country regarding creativity, talent and fundamental savoir-faire that are essential to the LVMH group," she said.

IME's partnership with Polimoda is the first training program to be held in Italy. The training program, concentrating on leather goods craftsmanship, will start for the 2017-2018 school year.

The inaugural class of 12 will receive funding from the Tuscany region, a hub of leather goods production.

Students will receive a two-track training from Polimoda's experience in educating fashion design and business professionals and hands-on experience alongside LVMH craftspeople.

The program will kick off in October at the Polimoda Design Lab in Scandicci, in the heart of the Florence region. Additional IME courses and master classes will be held at the Palazzo Pucci, the Italian headquarters of the IME, and nearby LVMH-owned ateliers.

"This partnership is an important initiative for Polimoda, confirming the school's competitiveness on an international scale and recognizing the success of our educational methods for fashion design and business professionals," said Danilo Venturi, director of Polimoda, in a statement. "It is also a major development for our region, recognizing it as a center of competencies and experience and affirming the worldwide reputation of Made in Italy' excellence."

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