

EDUCATION

Valentino links with Polimoda for leather goods curriculum

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Polimoda's Villa Favard. Image courtesy of Polimoda

By STAFF REPORTS

Florence-based design school Polimoda is debuting a new Master in Bag Design degree program in partnership with Italian fashion label Valentino.

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Over the course of nine months, students will take part in classes, workshops and a project in collaboration with Valentino. The program is aimed at preparing students for careers in fashion, as companies increasingly look for candidates with specific technical skills.

In the bag

During the Masters program, students will get a holistic view of the leather goods business, with coursework revolving around both creativity and hands-on creation of handbags. Students will also learn about merchandising and planning collections.

Along with time in the classroom, students will take field trips to locations around Florence, including production facilities.

Valentino's own recent history highlights the importance of handbags, as its company's modernization put accessories at the heart of its strategy.



Valentino pop-up at Hotel Costes. Image credit: Valentino

"I love repeating the slogan 'leather is the skin,'" said Danilo Venturi, director of Polimoda, in a statement. "Bags and accessories maintain a central role in the world of fashion, as they are irreplaceable and timeless fetishes.

"The creation of these objects not only taps into tradition, artisanship and high-quality materials, but also innovation, creativity and design," he said. "From companies we periodically receive requests for increasingly specialized profiles, individuals familiar with both production methods and techniques and the specific workings of this market. Hence, the master's program was born.

"We aim to form young professionals equipped to become bag designers, product developers and merchandisers that will perhaps one day launch their own lines. I'd like to thank Valentino maison. A partnership with such a prominent symbol of Made in Italy is vital to the direct transmission of knowledge and, naturally, also job placement."

Along with Valentino, Polimoda runs Master programs with Gucci, LVMH, Richemont and *Vogue Italia* on subjects such as retail management and art direction.

Italian fashion label Ferragamo also partnered with Polimoda for a new Master's in Shoe Design program.

The program will allow students to embark on intensive months of study covering everything from human anatomy to the craft of making fine leather shoes. Ferragamo's commitment to education is helping to foster the next generation of luxury shoe designers ([see story](#)).