

EDUCATION

Polimoda focuses on modern expertise with new masters

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Polimoda offers new master class. Image credit: Polimoda

By STAFF REPORTS

Florence-based design school Polimoda is launching a modern program in partnership with Brazilian digital media platform F*hits.

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Founder of the platform and digital expert Alice Ferraz will act as the new mentor for Polimoda's Master in Fashion Marketing and Communications degree. The founder will guide students throughout their pursuit for the degree to have a full understanding of the modern digital industry.

Polimoda and digital

Ms. Ferraz was selected as mentor of the program for her expertise, as she was selected for the 20 most powerful women in Brazil by Forbes and ranked in *Business of Fashion's* 500.

The expert's duties at Polimoda will include giving students an inside look at the industry and a deep understanding of digital. She will also assist in school projects, such as the launch of a magazine and company marketing.

Polimoda's program will consist of nine weeks, including master classes, workshops and visits to Pitti Uomo and Milan Fashion Week. The next program will begin this upcoming June.



Danilo Venturi and Alice-Ferraz. Image credit: Polimoda

"The true strength of this institute lies in the strong ties fostered with the industry," said Danilo Venturi, director at Polimoda, in a statement. "Partnerships of this kind add an unparalleled value for our students, who are given the unique opportunity to learn directly from the protagonists of today's fashion system.

"Alice Ferraz has founded a trailblazing media network, becoming one of the main authorities in marketing in the digital era, and will serve as a key figure in guiding our students towards becoming top-level professionals for the future of communications."

Similarly, Polimoda also debuted a new Master in Bag Design degree program in partnership with Italian fashion label Valentino.

Over the course of nine months, students 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 ([see story](#)).