

EDUCATION

LVMH links with Polimoda on leather training course

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Polimoda's Villa Favard, which houses the Design Lab. Image courtesy of Polimoda

By STAFF REPORTS

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton's Institut des Mtiers d'Excellence (IME) is working with design school Polimoda to train the next generation of leather artisans.

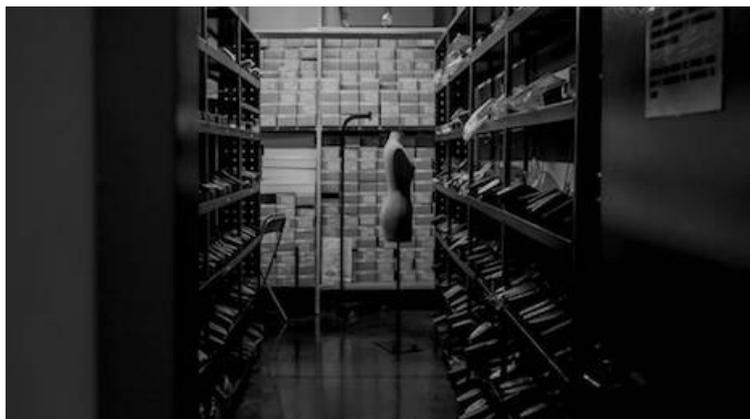
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Fourteen students will be able to join the Leather+ course, which will include training at Polimoda and internships at LVMH houses. This is building on the IME's existing relationship with the school, which brought the craftsmanship-focused training to Italy in 2017 ([see story](#)).

Lessons in leather

The Leather+ program will begin its first session this June at Polimoda Design Lab in Scandicci, Italy. The classwork includes 500 hours at Polimoda and 400 hours of training at LVMH, giving students a feel for how leather making works at a company.

LVMH's IME will also host 40 hours of masterclasses, teaching skills such as technology and language, preparing them for workshops with English and French.



Polimoda's Design Lab. Image courtesy of Polimoda, photo by Federica Fioravanti

The course is designed to teach students how to become a professional leather craftsman. Polimoda and LVMH are opening it up to individuals who are not currently employed who either have a secondary degree or three years working in the field.

"Craftsmanship and technology are two vital components of the fashion product, which are essential to made in Italy, indispensable to the world of luxury," said Danilo Venturi, director of Polimoda, in a statement. "Excellence is determined by that perfect mix of technical skill and artistic sensibility, in which the human element has an irreplaceable value.

"Through education, we have the pleasure and responsibility of passing on this knowledge and know-how," he said. "Polimoda has chosen to invest in cultivating new experts and accompanying them towards a future of innovation, supported by industry leaders such as LVMH."

Since brands continue to struggle to recruit adequate creative talent, luxury conglomerate LVMH created its professional training program IME to lessen the burden.

LVMH's IME program allows the company to voice its need for artisans while supporting young talent as they develop their crafts to ensure that the skills of the trade remain strong for future generations. The program launched in September 2014 and gives IME trainees accredited degrees through paired apprenticeships with LVMH houses ([see story](#)).

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