

APPAREL AND ACCESSORIES

Missoni launches knitwear master's program with Polimoda

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Missoni autumn/winter 2017 campaign. Image credit: Missoni

By STAFF REPORTS

Italian design school Polimoda is responding to the growing demand for fashion talent with knitwear experience by partnering with Missoni on a new master's program.

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The coursework will cover both the technical aspects of producing knitwear as well as creativity. Part of the program will include a residency for students at Missoni's headquarters, giving them hands-on experience in the field.

"In the fashion industry today, there is a strong need for a return to creativity and well-made products," said Danilo Venturi, director of Polimoda, in a statement. "Our task is to guarantee the preparation of future professionals in the sector and to do this, we collaborate with the greatest international players: among these, Missoni represents an undisputed reference point in the knitwear world."

Knitting knowledge

Missoni is well known for its knitwear. Now, the brand is bringing its know-how to students, training the next generation for careers in the fashion category.

The master's program intends to allow students to pursue careers as fashion designers, knitwear designers or product developers. The nine-month program will begin in January 2020.

Students will learn about yarn and will be trained in how to program electronic knitting machines. Other areas of focus include trend forecasting, merchandising and collection planning.

For part of the coursework, students will be able to observe the process at Missoni's headquarters in Sumirago, Italy.

"Designing fabrics for clothing is something completely different from making a dress or a garment that comes straight out of a knitting machine," said Angela Missoni, creative director of Missoni, in a video announcement about the program. "Therefore, it is necessary to learn specific technical skills and abilities and combine them with creativity.

"This is where the idea of creating a master in partnership with Polimoda was born," she said. "We need young

designers specialized in knitwear. Polimoda will offer students all the technical skills necessary to combine creativity and research. Missoni will support students from a practical point of view, through special meetings within our factory."

Missoni is working with Polimoda on a knitwear master's program

This partnership with Missoni follows other brand affiliations for Polimoda, including LVMH and Valentino.

The Florence-based school recently named Massimiliano Giornetti as the head of its fashion design department, effective this fall semester.

A former Polimoda student, Mr. Giornetti joins the institute after a long tenure at Italian fashion house Salvatore Ferragamo. The appointment is a forward-thinking move for Polimoda, which has more than 2,000 students currently enrolled ([see story](#)).

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