

EDUCATION

Italian design school Polimoda rolls out free coaching program for emerging fashion talent

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Linda Loppa instructing fashion design students at Polimoda in Florence, Italy. Image courtesy of Polimoda

By LUXURY DAILY NEWS SERVICE

Italian design school Polimoda has launched a new coaching program with Linda Loppa, a leading fashion educator and mentor of designers such as Raf Simons, Haider Ackerman, Demna Gvasalia and Kris Van Assche.

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The open program is targeted to emerging fashion designers who have reached a turning point in their careers. The education project is free of charge to students and flexible in its design.

"Today, education is no longer just a lesson, it is a dialogue and the use of technology means it can take place anywhere and at any time," said Polimoda director Danilo Venturi in a statement.

"Content is more accessible than ever, but the difference is in the interpretation and application," he said. "This is the true value of training and the core of the new Polimoda Coaching program.

"We want to help designers and ensure fashion continues to follow the perpetual motion of renewal we are so very passionate about."

Based in Florence, **Polimoda** offers degrees in fashion and design, ranging from undergraduate, associate, master, double master and seasonal.



Linda Loppa, former director of Polimoda, will instruct the fashion designers enrolled in the school's free coaching program. Image courtesy of Polimoda

Channeling in right direction

Applicants to the Polimoda Coaching program must have at least three years' experience in fashion. Those candidates with the most promise will be selected to join the six-month-long program.

Ms. Loppa has 50 years' experience in the fashion education sector, having worked in the fashion department of the Royal Academy of Fine Arts in Antwerp, Belgium, followed by almost 10 years as director of Polimoda. She is now advisor of strategy and vision at Polimoda and a member of the panel of experts judging the LVMH Prize.

The curriculum for the Polimoda coaching program covers brand analysis, collection review, personal branding, communication strategy and retail strategy, along with one-on-one meetings and introductions to contacts in fashion.

"Talent is precious and part of the individual, but to achieve success, it must be cultivated, channeled and directed in the right direction," Ms. Loppa said in a statement.

"This is particularly important in the world of fashion, made up of creativity and business, image and communication, and this is what we do every day at Polimoda," she said.

"With Polimoda Coaching, we want to go one step further, putting all of our experience into play for true fashion talents."

Polimoda Coaching: Open education for fashion designers