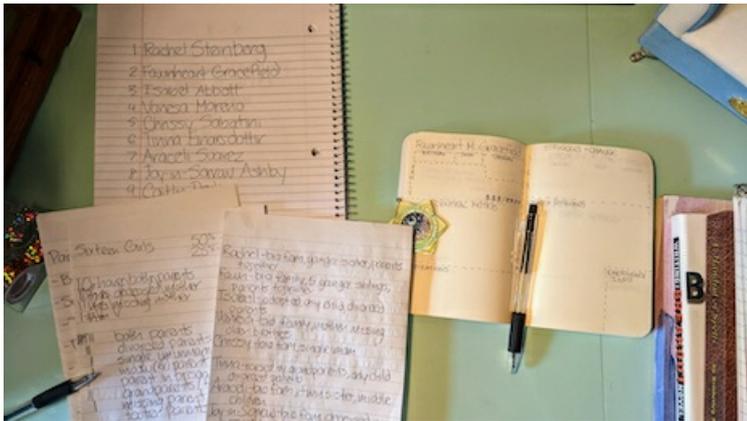


APPAREL AND ACCESSORIES

Valentino creates scholarship for aspiring authors

February 10, 2021



Students applied to the #WritersRoadmapxValentino scholarship through social media. Photo courtesy of Laine Yuhas/Valentino

By LUXURY DAILY NEWS SERVICE

Italian fashion house Valentino is supporting emerging writers through a new scholarship program in partnership with author Tomi Adeyemi.

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Valentino sponsored 50 students participating in Ms. Adeyemi's The Writer's Roadmap workshop. It is the most recent effort by Valentino championing arts and culture.

Writer's Roadmap x Valentino

Students applied through social media submissions, explaining why they were interested in enrolling in the masterclass using the hashtag #WritersRoadmapxValentino.

The course is taught by Ms. Adeyemi, a friend of the brand and *New York Times*-bestselling author of the *Legacy of Orsha* series. Ms. Adeyemi serves as a mentor and teaches aspiring authors how to write their first novels, from outlining a story to conquering writer's block and other topics.

Scholarship winners were notified in December 2020 and began the digital course later that month. Participants hail from around the world in an effort to foster a more inclusive and diverse community.

Valentino proudly presents #WritersRoadmapxValentino, an initiative developing literary talent. Through a scholarship, 50 writers have a chance to work with Tomi Adeyemi, honing their craft and building community.

Photos: Fardowsa Omar, Giselle Vriesen, Lauren Chineme, Yewande O
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Valentino (@MaisonValentino) February 10, 2021

Some of the scholarship winners for #WritersRoadmapxValentino

The 50 scholarship students also received a special welcome kit, including a Strand Bookstore x Valentino tote and the Valentino Voce Viva fragrance. They will also virtually attend a special half-day workshop exclusively for #WritersRoadmapxValentino students.

In another educational initiative, Valentino teamed with Florence-based design school Polimoda to debut a new Master in Bag Design degree program in 2018. During the months-long program, students take part in classes, workshops and a project in collaboration with Valentino ([see story](#)).

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