

EDUCATION

## Richemont rings in 20 years of education at corporate design academy

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*The institution has welcomed hundreds of graduates in its two decades of operation. Image credit: Richemont*

By LUXURY DAILY NEWS SERVICE

Swiss luxury conglomerate Richemont is celebrating an academic anniversary pertaining to the conglomerate's Creative Academy design school.

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Founded in 2003, the corporate program has since provided specialty mentorship and training in the areas of jewelry, watch and fashion accessory design instruction. With two decades of education now down pact, a total of 358 students spanning over 44 nationalities can stake claim to having completed Richemont's course load.

"After 20 years of Master editions, it is still exciting to see the growth path that the students experience during the seminars and the projects in Creative Academy," said Grazia Valtorta, executive director at [Creative Academy](#), in a statement.

"We wish our Alumni to treasure the notions learned with us and to become ambassadors of the Creative Academy's values, teachings, and professionalism within the Group."

Luxury by design

Every year, Creative Academy welcomes just 20 students from applied art and design schools around the world.

Those chosen get to gather hands-on experiences in Milan, working in a studio to realize the vision of Richemont with guidance from expert instructors, most of whom are pulled from the Group to relay its inner workings to the next generation of talent ([see story](#)).

"Creative Academy is a magical place where young designers can challenge themselves and test their skills," said Giampiero Bodino, creative director at Creative Academy, in a statement.



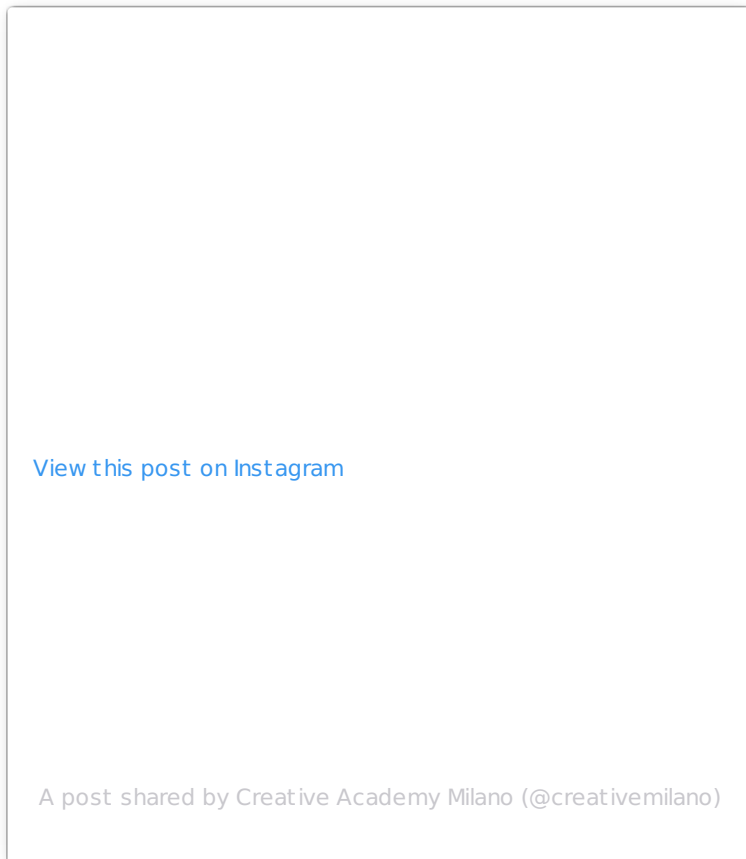
*Roughly half of the graduates have gone on to work with Richemont maisons post-graduation. Image credit: Creative Academy*

"It's not about fictional exercises," Mr. Bodino said. "During the Master, the students will work on real projects led by the Creative Directors of the Richemont Maisons."

For the program's students, the seven-month creative learning experience results in the receipt of a Master of Arts in Design and Applied Arts,

Those who perform the best will be offered an additional three-month-long internship. The awardees then have the chance to work in one of the design studios of Richemont's luxury maisons.

"Creative Academy has become key in training the new generation of designers," said Nicolas Bos, chairman of Creative Academy, in a statement.



"Here, young talents can learn how to integrate their ideas of beauty into the identity of the Richemont Maisons."

Those who complete the program are given special access to Richemont's brands. To date, more than 160 alumni have worked for or are presently employed with one.

The school was created by Franco Cologni, who currently serves as honorary chairman.

"To be a designer, you must own your technical skills, nurture a deep interest in luxury culture and craftsmanship, train your creativity, but the most important thing is to have *il Cuore* in Italian, the Heart," Mr. Cologni said.

"Without passion, you cannot create art."

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