

**CFMI Academy 2025 presents:  
THE NEW MADE IN ITALY  
Tuesday, July 1st, at the Fortezza da Basso  
Winning Projects Presentation.**

**Pitti Filati hosts the final event of the CFMI Academy project, established to train the next generation of fashion entrepreneurs and born from a collaboration between the Centro di Firenze per la Moda Italiana and UniCredit, with Piattaforma Sistema Formativo Moda ETS and Polimoda as Educational Partners.**

Launched in 2024 through the joint efforts of the Centro di Firenze per la Moda Italiana, Pitti Immagine, and UniCredit, **CFMI Academy** has evolved in its 2025 edition from an educational initiative to a fully-fledged **fashion incubator**. The program was created to support young entrepreneurs by fostering innovation and entrepreneurial spirit through a dedicated call for projects.

Promoted by the **Centro di Firenze per la Moda Italiana**, with **UniCredit** as Main Partner, and supported by **Piattaforma Sistema Formativo Moda ETS** and **Polimoda** as Educational Partners, CFMI Academy 2025 was designed as a **research and development platform** to cultivate **entrepreneurial ideas** that blend **responsible innovation, sustainability, and the excellence of Made in Italy**.

The initiative aims to identify, train, and launch a **new generation of creatives, designers, and entrepreneurs in the fashion sector**, equipping them with concrete tools to start their own ventures. Launched in October, the call for projects attracted **20 proposals from top Italian fashion design academies. Five projects were selected** to go through the Academy program, involving 15 senior students in the development of innovative, sustainable business ideas with the potential for market viability.

The five winning projects are: **Adaptiv, FurU, Green Loop, Iderz, Loom Studio**.

**The final event, THE NEW MADE IN ITALY, will be held on Tuesday, July 1st at 10:30 AM at the UniCredit Theatre (Sala della Scherma), Fortezza da Basso, during the 97th edition of Pitti Immagine Filati.**

The event will open with remarks from **Antonella Mansi** (President, Centro di Firenze per la Moda Italiana) and **Francesca Perrone** (Head of ESG & Start Lab Italy, UniCredit), followed by the presentation of the projects and concluding with a keynote by **Luca Sburlati** (President, Confindustria Moda).

**The CFMI Academy Journey**

To support the project development, participants were mentored by faculty from their home institutions and expert tutors selected by the project partners (CFMI, Pitti Immagine, UniCredit, Polimoda, and Piattaforma Sistema Formativo Moda ETS).

The mentor team included: **Anna Ballarati, Alessandro Bertini, Andrea Cavicchi, Marco Fantini, Massimiliano Giornetti, Patrizio Regis, Alberto Scaccioni, Matteo Secoli.** Tutors included: **Alberto Candiani, Ivano Cauli, Niccolò Cipriani, Angelo Figus, Guido Guidarini, Pierluigi Mainardi, Luca Sburlati, Sara Sozzani Maino, Fabio Tamburini.**

From January to June 2025, a series of workshops and mentoring sessions took place – during both the January edition of Pitti Immagine Filati and the May edition of the e-P Summit (Pitti Immagine’s event dedicated to fashion and digital innovation) – with the involvement of leading industrial groups at the forefront of fashion production processes.

“CFMI Academy has evolved from a seminar-based educational initiative into a full-fledged design journey,” **said Antonella Mansi, President of Centro di Firenze per la Moda Italiana.**

“Students from the best Italian fashion academies were given the opportunity to explore entrepreneurship with real tools for launching a business. At a time when the fashion and accessories sector is facing challenges, such as declining luxury consumption and an increasing number of closures, it is both bold and forward-thinking to inject new energy into the market from the ground up, starting with young visionaries. This is a cultural operation to spread the spirit of entrepreneurship, which we believe is essential in a country like Italy, with its manufacturing DNA.”

**Francesca Perrone, Head of ESG & Start Lab Italy UniCredit,** said: “At UniCredit, we believe that education is the key to building a solid and sustainable entrepreneurial path. We are proud to support the CFMI Academy, a project we launched in synergy with Pitti Immagine and the Centro di Firenze per la Moda Italiana: a concrete example of our focus on young talents, and more broadly on the entire sector, which we also support with a €1 billion funding pool for strategic investments. The creation of the Academy reflects our commitment to promoting an industrial culture that values innovation and sustainability, aligning theoretical education with real business needs, working to bring younger generations closer to the world of work, and preparing tomorrow’s professionals to face the challenges of growth and innovation in the fashion industry. The five projects presented today are the result of this journey, which we consider a tangible investment in high-quality education for the future of Italian fashion.”

“Supporting young people means creating the conditions for talent and business to truly meet. CFMI Academy is a concrete demonstration of this commitment,” **said Matteo Secoli, President of Piattaforma Sistema Formativo Moda ETS.** “As an association, we want to continue to be the driving force of a sustainable and forward-looking fashion supply chain, powered by innovation and new entrepreneurial energies. This edition of the CFMI Academy has yielded tangible results: ideas transformed into business plans ready for funding. Piattaforma Moda ETS reaffirms its strategic role in fostering virtuous connections between academies, businesses, and new generations, supporting the emergence of new entrepreneurship within the fashion system.”

“Polimoda’s mission is to train the fashion professionals of the future,” **emphasized Massimiliano Giornetti, Director of Polimoda.** “We provide them with the tools and the network needed to bring innovation and experimentation to the industry. We are convinced that nurturing talent and opening real doors for young people is the key to injecting new concepts into the fashion system. Initiatives like CFMI Academy are fundamental to a genuine revival of the sector. By starting with young people – the true agents of change – we encourage not only

emerging entrepreneurship but also the regeneration of tomorrow's industry. We are proud to contribute as an educational partner."

### **The profiles of the 5 winning projects of CFMI Academy 2025:**

#### **Adaptiv (Polimoda)**

Adaptiv represents a true paradigm shift in professional menswear. Conceived by three Polimoda students—**Ximena Shadid (Fashion Business)**, **Audrey de Bruijn**, and **Evren Santiago Kukul (Fashion Design Management)**—the project responds to the need to evolve formalwear in line with the new dynamics of contemporary professional life. Based in Florence, the global epicenter of tailoring excellence, the company integrates cutting-edge textile technologies such as Phase Change Materials (PCMs) for automatic body temperature regulation, graphene for optimal thermal conductivity, and Gore-Tex® for breathability and moisture management. The result is suits that intelligently adapt to environmental conditions throughout the day.

Adaptiv garments also incorporate silver ions with antibacterial properties, anti-wrinkle finishes, and four-way stretch fabrics, ensuring professionals a flawless appearance and unprecedented comfort during long workdays, travel, or rapid climate shifts. Sustainability and performance meet through the use of responsible raw materials and garments designed to last, replacing the seasonal cycle logic, reducing waste, and offering long-term value.

#### **FurU. Fur Real, It's Vegan (Istituto Modartech)**

**Team: Anna Puccioni (Fashion Design), Marta Genovesi, Chiara Venturini (Communication Design)**

A new concept of fur, for everyone: a project aimed at breathing new life into fur fashion, which has seen consumers increasingly turn away due to ethical concerns. Through the development of an innovative process using traditional materials, the team has created tufts of plant-based fiber or wool, resulting in a fabric that visually resembles real fur but without animal exploitation, while fully respecting environmental sustainability by regenerating recycled fibers from pre-existing garments.

#### **Green Loop (HARIM Accademia Euromediterranea)**

**Team: Hadil Mliki (Marketing&Business Management), Carmelo Lo Cicero (Fashion Design), Michele Fascetta (Fashion Design).**

Green Loop is an innovative startup born to tackle one of the most pressing environmental emergencies of our time: textile waste. Its solution is concrete, technological, and inclusive: a network of smart machines located in key city areas allows citizens to donate their used clothes easily, quickly, and with full traceability.

Through a rewarding, circular model, Green Loop actively engages people and creates value for the entire community, promoting recycling and sustainable fashion while donating proceeds to social initiatives. Green Loop is not just a collection system: it's an ecosystem that combines technology, circular economy, civic engagement, and local development, aiming to reduce waste, promote a culture of reuse, and contribute to the ecological transition of cities.



## **IDERZ. From the Mind to the Line (Istituto Modartech)**

**Team:** *Misbah Bonci (Fashion Design), Giorgia Vittori, Francesca Farroni (Communication Design)*

Artificial and human intelligence working together for young creatives: IDERZ is a consulting platform for design, technical, and execution support dedicated to the fashion world. It offers comprehensive guidance to young creatives from schools or academies. Based on a specifically trained AI combined with expert human input, IDERZ covers the entire ideation and realization process of a fashion collection, thanks to the innovative synergy between artificial and human intelligence.

## **Loom Studio Design with a purpose (Istituto Secoli)**

**Team:** *Andrea Edna Gobbi, Siria Ciaffaglione, Elena Rasia*

Loom Studio is an innovative startup born from a university project, aiming to simplify and optimize the product development cycle in the fashion sector. The company offers a modular, specialized service acting as a mediator between different phases of the production chain, reducing time, risk, and waste. Its integrated approach is focused on enhancing small enterprises, combining operational support, strategic thinking, and method to support their growth in an increasingly complex market.