

## NEW ATTITUDE: REDEFINING LUXURY FOR A NEW GENERATION

*Get a Scholarship in partnership with the mentor Paul Andrew  
for the courses starting in September 2026*

### 1. Brief

In collaboration with **Paul Andrew**, internationally renowned designer recognized for his ability to merge innovation with a refined design sensibility, **Istituto Marangoni Firenze** invites young talents to explore the dynamic dialogue between tradition and contemporary culture.

Luxury has long been associated with heritage, exclusivity and exceptional craftsmanship. Today, its meaning is evolving, shaped by a new generation driven by values, awareness and individuality.

What happens when the concept of luxury is reinterpreted through a new attitude?

**Paul Andrew** is a globally recognized British designer, celebrated for his refined approach that combines innovation, functionality and a deep respect for craftsmanship. His work is defined by a strong attention to detail, a contemporary design sensibility and a constant pursuit of balance between aesthetics and performance. With a forward-thinking vision, he continues to explore new directions in the luxury landscape, interpreting its evolution through a modern and culturally aware perspective.

In today's ever-evolving creative landscape, true luxury lies in balance: product meets experience, aesthetics merge with meaning, and individuality coexists with a global perspective. This scholarship invites participants to interpret the theme **New Attitude**, proposing creative visions in which luxury is reimagined as an **expression of a new cultural mindset**.

### CREATIVITY GUIDELINES

Participants are invited to develop a project that explores the concept of **New Attitude**, offering a personal interpretation of luxury as perceived by the new generation.

Projects may be expressed across different disciplines — fashion design, accessories, textile or embroidery — reflecting the evolving and multidimensional nature of the luxury industry.

The aim is to investigate how luxury is redefined today: not only as a product, but as an experience, a value system and a cultural language.

The initiative, developed in collaboration with *Paul Andrew*, aims to inspire and mentor a **new generation of creatives and professionals** capable of shaping the future of luxury through innovation and critical thinking.

Candidates are required to submit:

- one **inspirational moodboard** accompanied by a **500-word description text** explaining the concept

OR

- a **30-second teaser video** accompanied by a **500-word description text** explaining the concept.

Participants are encouraged to translate their ideas into visual and aesthetic outcomes.

All projects will be evaluated based on creativity, originality, cultural relevance and the ability to translate an abstract idea into a compelling visual, strategic or narrative outcome.

Outstanding candidates may receive a **tuition fee deduction** on their chosen course (enrollment fee is always due) for programs starting in **September 2026** at **Istituto Marangoni Firenze • The School of Fashion & Art**, as follows:

- Up to **50% off** for **One-Year courses** and **Master's courses**.

The deduction can be applied to courses at Undergraduate and Postgraduate level offered by **Istituto Marangoni Firenze** starting in **September 2026** and it is not transferable to subsequent intakes.

In order to participate in the contest, students will have to present the required documents (see section 3) along with the special project, according to the brief indicated above.

Deadline: **June 29th, 2026**

## 2. Criteria of participation

Students may apply for a scholarship for one of the following courses:

### One-Year courses

*Fashion Design\**

*Shoes And Accessories Design\**

*Embroidery and Pattern-Making\**

### Master's courses

*Fashion Design (Womenswear – Menswear)\*\**

*Fashion, Art & Textile Innovation\*\**

*Luxury Accessories Design & Management\*\**

\*Students who successfully complete these programmes will be awarded with an Istituto Marangoni certificate.

\*\*Participants who comply with the Ministerial requirements and successfully complete this Master program will be awarded with a First Level Academic Master Diploma. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university postgraduate level Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

Participation in the call is free of charge. No extra costs will be charged other than those deriving from the candidate's internet network connection for accessing the service, which are the responsibility of the user. Istituto Marangoni assumes no responsibility for events beyond its reasonable control including, without limitation: the access, bar to access, the malfunction and difficulties relating to the technical instruments, the software and the hardware, the transmission and the connection, the data which can bar the candidate from participating in the selection.

A mandatory requisite for the participation in this selection is the candidates' explicit consent to the processing of his/her personal data.

### 3. How to participate

In order to participate in the contest, please send the following documents according to the brief indicated above (see section 1):

- one **inspirational moodboard** accompanied by a **500-word description text** explaining the concept

OR

- a 30-second **teaser video** accompanied by a **500-word description text** explaining the concept.

For **One-year courses**, in addition to the project file, please also upload the following documents:

- Latest diploma: if you haven't got your final diploma yet, you can upload a certificate of enrolment confirming that you are completing the current course and expected end date;
- Letter of motivation (Personal Statement). We suggest that you explain why you wish to participate in the initiative and the selected course as well as explaining your personal and aspirational goals (about 100 words);
- Copy of your ID / Passport.

For **Master's courses**, in addition to the project file, please also upload the following documents:

- Copy of University Degree or equivalent: if you haven't received your Degree yet, you can upload a certificate of enrolment confirming you are about to graduate
- Copy of University Transcript
- Letter of motivation (Personal Statement). We suggest that you explain why you wish to participate in the initiative and the selected course as well as explaining your personal and aspirational goals (about 300 words);
- Copy of your ID / Passport
- Curriculum Vitae;
- One Reference Letter

- Portfolio.

For further information on how to apply, feel free to contact:  
[admissions.firenze@istitutomarangoni.com](mailto:admissions.firenze@istitutomarangoni.com)

#### 4. Calendar

- **June 29th, 2026** > Deadline to apply and to send the final project

#### 5. Jury and evaluation criteria

Projects will be evaluated by a specialized Jury composed of Istituto Marangoni Academic Committee and *Paul Andrew* (hereinafter the “Jury”) and will be evaluated on the basis of the following criteria:

- Coherence of objective;
- Level of Innovation;
- Project effectiveness from a functional and aesthetic point of view;
- Overall quality of the project;
- Ability to synthesize information and clarity of the project.

#### 6. Award

Scholarships consist of a **tuition fee deduction** for the selected course starting in **September 2026** at **Istituto Marangoni Firenze • The School of Fashion & Art**, as outlined below (the enrollment fee is always due):

- Up to 50% off for **One-Year courses** and **Master’s courses**.

Please note that the scholarship obtained is valid only for the chosen course and is not transferable to subsequent intakes.

Any scholarship allocated to the intake for which the student is enrolling (e.g. September '26) will NOT be automatically valid and confirmed for the next intake (e.g. January '27). The Management together with the Academic Committee will assess any reassignment.

## 7. Results and publication

At the end of the selection made by the Jury, the winner of the call will be announced via e-mail and telephone. The final project and the final news might be published on Istituto Marangoni official communication channels. The selected participant for the scholarship shall confirm his/her interest in the scholarship within 5 (five) days from the date of the first communication by e-mail.

After that period has elapsed without receiving any communication from the winner, the scholarship shall be considered as expired and shall be reassigned.

The acceptance of the scholarship implies the obligation for the winner to file an application for the selected course and pay the residual quote of the tuition fee.

Following the winner's award, other participants may be awarded a lower scholarship amount according to the Jury's selection.

## 8. Rights and use of the delivered outputs

The participants (hereinafter the "Participants") agree to transfer to agree to transfer to Istituto Marangoni S.r.l., in Milan, Via Meravigli 7 (Tax Number 09447270159) (hereafter "Istituto Marangoni") the right to use the creative projects (hereinafter the "Project") and the products that will be, where applicable, implemented as a consequence of the project; the right to use any output delivered for the participation in the contest "**NEW ATTITUDE: REDEFINING LUXURY FOR A NEW GENERATION**" in partnership with *Paul Andrew* as well as all the materials connected to the projects and delivered. Istituto Marangoni reserves the right to use, publish and exploit the Projects in the form and manner deemed most appropriate: the Participants shall also authorize Istituto Marangoni S.r.l. to use the documents received for promotional purposes and in the manner deemed most appropriate.

The Participants, joining the contest "**NEW ATTITUDE: REDEFINING LUXURY FOR A NEW GENERATION**" in partnership with *Paul Andrew*, declare that Istituto Marangoni cannot be subject to any claim resulting from such use. In any case, the participants agree to indemnify and hold Istituto Marangoni and its successors harmless from any liability toward third parties.

## 9. Declarations and warranties

The Participant declares and guarantees:

(i) to be the author of the Project, to own and to be fully, legitimately and autonomously entitled to grant, without limitation, all the rights granted herein, including but not limited to intellectual property rights anyhow related to the Project;

(ii) that the Project is original and shall not, directly or indirectly, infringe any third parties' right, including copyrights and intellectual property rights;

(iii) that the Project shall not contain any obscene, violent, defamatory, blaspheme, upsetting elements and that it shall not infringe any third party personal and patrimonial right (including moral rights, image rights, honor and/or reputation and/or confidentiality rights, copyrights, data protection, publishing and/or others rights) or any applicable law;

(iv) In the event the Project contains elements and/or parts from third parties works, the Participant guarantee to have obtained in advance and/ or to obtain all necessary consents, releases and/or authorizations, as well as all usage rights of the Project granted herein;

(v) that there are no rights or agreement with any third party which shall interfere with the rights granted herein and with the full and free usage and arrangement of the Project by Istituto Marangoni and its successors.

In any case, the Participant undertakes to indemnify and hold Istituto Marangoni and its successors harmless with respect to every demand, claim, contestation or request, whether made or brought before the courts or otherwise, by third parties related to the Project and/or to the rights granted pursuant the article 8 and/or that are inconsistent with the representations, warranties and obligations that the Participant has provided herein or by law and/or may interfere with the full and free exploitation by Istituto Marangoni and its successors of the rights granted herein.

## **10. Information on the treatment of personal data**

Personal data collected as a result of the participation to the call will be used for the following purposes: execution of the operations of the call and for the thereto related purposes: the processing of personal data will be executed using manual, electronic and telematics tools closely related to the purposes for which they were provided; they could be disseminated through websites and social networks connected to the Istituto Marangoni S.r.l. In case of refusal to provide the data requested for the call participation the application form will be rejected and the potential participant excluded. In case of refusal to provide the data, as indicated, in order to transfer the advertising material, there will be no consequences. Personal data collected as a result of the call participation will be registered in the Istituto Marangoni database, holder of the treatment;

People to whom the data collected as a result of the participation to the call refer to are considered the holders, pursuant to article 7 of the Legislative Decree 196/2003, of the related rights, among them, the confirmation of the existence of their personal data and their provision in an intelligible form, the cancellation, the transformation into anonymous form or blocking of data processed unlawfully, as well as the updating, rectification, integration and to oppose the treatment for any legitimate reason. By participating in the call, the participants give their consent to the aforementioned treatment of data.

## **11. Consent to the use of personal data**

The participants authorize the Istituto Marangoni S.r.l. to use their personal data and their image, as well as to take videos, photos, registrations and to consign their image through third parties and with anytools, videos, photos and television and the activity related to the call. They grant Istituto Marangoni S.r.l. the right to use the said “material” in the context of the publishing products directed by the Istituto Marangoni S.r.l.and in the context of the institutional website and social networks.

## **12. Applicable law and jurisdiction**

The Italian law will govern the call and the relations between the participants. Any dispute that may arise between the promoters and the participants will be of exclusive jurisdiction of the Court of Milan.

### **13. Exemption from the ministerial validation**

Pursuant to the article 6, D.P.R. 430, dated 26/10/2001, this call is not a prize competition or lottery: as a result, no ministerial authorization is needed.