

Polimoda Talent 2025 honours Luigi Simonetti and Synchroni by Hatem Ben Hassine for redefining fashion's future

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Polimoda, Florence's globally celebrated fashion institute, has unveiled the winners of **Polimoda Talent 2025** — **Luigi Simonetti** and **Synchroni by Hatem Ben Hassine**. The programme, known for transforming the groundbreaking ideas of students and alumni into viable fashion enterprises, celebrates creative innovation that blends heritage, technology, and sustainability.

After six months of intensive mentorship, business guidance, and design development, the two standout projects were presented on **October 30 in Florence**, before a panel of industry experts, students, and professionals. Together, they represent two distinct yet complementary visions for the future of fashion: one rooted in **craftsmanship and cultural storytelling**, and the other in **digital innovation and operational transformation**.

Luigi Simonetti: Reviving Memory Through Material

Luigi Simonetti's project finds its soul in the **borderland between Campania and Molise**, where traditions and everyday gestures evolve into a modern design language. Through the Polimoda Talent programme, Simonetti has explored the deep intersections between **regional identity, craftsmanship, and material experimentation**, resulting in a collection that seamlessly weaves **memory into material**.

His work reinterprets **ancient artisanal techniques** such as bobbin lace and hand weaving, working alongside a community of skilled craftswomen who preserve these time-honoured methods. The innovation lies in his use of **avant-garde fibres** derived from **marble, lotus flower, and spider silk** — materials that merge old-world charm with futuristic sensibilities.

"Simonetti's poetics speak of emotional luxury and cultural sustainability," reads a statement from Polimoda. "His project redefines fashion as a human ritual, where luxury is shared memory and the land becomes a universal language."

A Roman designer with Campanian roots, Simonetti completed his **Master's in Creative Direction** at Polimoda before being selected for Talent 2025. His vision captures the **essence of Southern Italy** while pushing the boundaries of contemporary fashion craftsmanship.

Synchroni by Hatem Ben Hassine: Digitising Fashion's Backstage

At the other end of the innovation spectrum is **Synchroni**, founded by **Hatem Ben Hassine** — a cutting-edge **digital platform** designed to streamline and modernise **backstage fashion operations**.

Synchroni replaces manual workflows with a **cloud-based system** where casting directors, producers, and creative teams can coordinate everything from **model selection to fittings and approvals** in real time. Tested during **Milan**

Fashion Week Spring/Summer 2026, Synchroni 0.1 has already proven its ability to reduce waste, eliminate redundant paperwork, and enhance efficiency — envisioning a backstage that’s **paperless, transparent, and sustainable**.

A graduate of Polimoda’s **Master’s in Sustainable Fashion**, Hatem Ben Hassine — originally from Moknine, Tunisia — focuses his research on merging **creativity, technology, and responsibility**. “Synchroni aims to define a new operational standard for fashion’s global backstage — one that’s efficient, inclusive, and conscious,” he shares.

Nurturing the Next Generation of Fashion Entrepreneurs

Designed to cultivate the entrepreneurial spirit of Polimoda’s students and alumni, the **Talent programme** offers mentorship, business consulting, co-working spaces, and a **€10,000 financial grant** to support project development. It stands out as one of the few academic initiatives to **financially invest** in its creative talents.

Previous winner **Domenico Orefice**, now a celebrated name at **Milan Fashion Week** and a **CNMI Fashion Trust finalist**, exemplifies how the programme continues to propel young designers into the global spotlight.

As Polimoda Talent 2025 concludes, Simonetti and Hassine’s work collectively symbolises a **new frontier in fashion** — where cultural memory and digital progress coalesce to create a more **conscious, connected, and creative** industry.

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