

# Lift Collaborates With MPA To Introduce The Italian Way Of Shoe And Bag Design And Construction

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Lanka Institute of Fashion Technology (LIFT), fashion education provider in Sri Lanka has set forth to form a collaboration with ModaPelle Academy (MPA). LIFT will introduce two annual workshops on leather footwear and accessory design and production with the inaugural workshop commencing in November 2015.

Conducted by ModaPelle Academy for highly qualified professional technicians and designers, the intensive workshops will last one or two weeks, offering professional courses focusing on footwear and accessories design and construction. Design courses will enable participants to prepare their own portfolio combining creativity and design with commercial aspects. Technical courses will instead go through all technical aspects associated with Italian concept in manufacturing with practical lessons, which include pattern making.

The workshops will expose students to the most advanced manufacturing and industrial processes. The aim of this programme is to address the lack of proper educational training in the leather footwear and accessories industry and to add value to the skills and creativity of fashion graduates, designers and industry professionals, so that they are well equipped to meet the industry requirements, while achieving career development. At the conclusion of

MPA courses, participants will be awarded certificates from ModaPelle Academy.

Based in Milan, the fashion capital of the world for footwear and accessories, ModaPelle Academy is part of the ModaPelle Group, a multi-platform media company providing insights and intelligence on the international leather fashion industry. The training branch of the Group, MPA, was established to transcend knowledge on Italian design methodologies and to nurture the next generation of designers for the leather industry. The academic training programmes are highly focused on specific subject parameters, which include advanced design techniques, developing creativity, research methods, technical aspects of manufacturing footwear and bags and marketing and branding of products. Furthermore, MPA works closely with footwear and bag manufacturing companies, who supply renowned brands such as Marc Jacob, Hermés, Chanel and Manolo Blahnik who host MPA students for factory visits.

With this initiative, LIFT has paved the way for anyone who is interested in receiving training-be it corporate entities or individuals-to gain access to the most advanced and current knowledge on design techniques for leather footwear and accessories. Students who register for ModaPelle Academy workshops at LIFT also have the opportunity of participating in programmes conducted in Milan, as well, and learning design 'the Italian way' directly in Milan, the fashion capital.