

## ADOTTA UNA SCUOLA 2

**23 companies are involved in the second edition of the “Adopt a School” initiative, which has worked with 80 classes in two years**

Milan, January 26th, 2023 - The Altagamma "Adopt a School" project, created in 2021 in collaboration with the Ministry of Education, is now in its second edition, continuing to pursue the aim of forging **a virtuous connection between technical/vocational schools and industry**, and thus help fulfil the current needs of creative companies looking to recruit manufacturing talent, “I Talenti del Fare”.

According to **Matteo Lunelli, Chairman of Altagamma**: *"Know-how is at the heart of the excellence that is Made in Italy: it is a distinctive element of our creations and is rooted in the history and traditions of our country. This is why Fondazione Altagamma has always been deeply invested in the topic of training and education, and safeguarding the supply chains of Italy's cultural and creative firms, and we intend to continue working in this direction. With the Adopt a School project, we want to valorize the craftsmanship and technical knowledge and skills that are indispensable for our industry, combining the needs of businesses and the training provided by schools."*

*"The Adopt a School project is based on a codified collaborative process that aims to narrow the gap between supply and demand for specialized personnel by supplementing school curricula to meet the current needs of companies," commented **Stefania Lazzaroni, General Manager of Altagamma**. "A study by Altagamma and Unioncamere shows that companies are having significant difficulties recruiting manufacturing talent: an estimated 346,000 professional figures are needed, but only 1 in 2 will be found.<sup>1</sup> This is a paradox in a country with a youth unemployment rate of 23%. We are proud that Altagamma brands have stepped up to take part in this project with great generosity and a spirit of cooperation."*

The six new brands that have joined the 2022/2023 edition are **Davines, Ferrari Trento, Feudi di San Gregorio, Gucci, Pomellato** and **Zegna**, bringing the total number of member companies involved in the project to **23**. More than 80 classes around Italy have taken part over the last two years.

The new Altagamma brands are joining the 17 that participated in the first edition and are continuing their commitment for the 2022/2023 school year: **Aurora, Benetti, Bottega Veneta, Brioni, Bulgari, Fendi, Ferragamo, Giorgetti, Herno, Isaia, Loro Piana, Masseria San Domenico, Moncler, Poltrona Frau, Stellantis** with the brands **Alfa Romeo** and **Maserati, Technogym** and **The Gritti Palace Venice**.

The prestige and fame of the brands involved contributes to the visibility and success of the educational initiatives and helps change the way these career paths are viewed by young people and their families.

### The demand for technical and vocational profiles in the Italian luxury industry

According to the study by Altagamma and Unioncamere published in the book **I Talenti del Fare 2**, over the **next five years the demand for technical and vocational profiles** is estimated at **346,000**, compared to 236,000 in 2019. The significance of this is two-fold: while it points to a critical situation in terms of resources, it also highlights the growth of the global luxury industry, which rose 21% in 2022. The result is that more resources are needed in manufacturing, and to date only 50% of those posts have been filled. To break it down: 108,000 resources will be required in the Automotive sector, 94,000 in Fashion, 62,000 in Food, 46,000 in Design and Furniture, and 36,000 in Hospitality.

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<sup>1</sup> Forecasts for future labor needs in Italy, Unioncamere with ANPAL, Sistema informativo Excelsior. Published in I TALENTI DEL FARE 2, Altagamma, 2022

**Altagamma Brands and Schools participating in the 2022/2023 ADOPT A SCHOOL project**

<b>Aurora</b>	<i>Istituto Superiore Amedeo Avogadro, Turin</i>	PIEMONTE
<b>Benetti</b>	<i>Scuole Tecniche San Carlo, Turin</i>	PIEMONTE
<b>Bottega Veneta</b>	<i>Istituto Bartolomeo Montagna, Vicenza</i>	VENETO
<b>Brioni</b>	<i>ISS Vincenzo Moretti, Rosetto degli Abruzzi (TE)</i>	ABRUZZO
<b>Bulgari</b>	<i>Istituto Tecnico Ascanio Sobrero, Casale Monferrato (AL)</i>	PIEMONTE
<b>Davines</b>	<i>Accademia Santini Hair &amp; Beauty, Empoli</i>	TOSCANA
<b>Fendi</b>	<i>IPSIA Ostilio Ricci, Fermo</i>	MARCHE
	<i>ISISTL Russell Newton Scandicci, Florence</i>	TOSCANA
<b>Ferragamo</b>	<i>IIS Benvenuto Cellini, Florence</i>	TOSCANA
<b>Ferrari Trento</b>	<i>Istituto di Formazione Professionale Alberghiero, Levico Terme (TN)</i>	TRENTINO
<b>Feudi di San Gregorio</b>	<i>IIS Francesco De Sanctis, Avellino</i>	CAMPANIA
<b>Giorgetti</b>	<i>CFP Giuseppe Terragni, Meda (MB)</i>	LOMBARDIA
<b>Gucci</b>	<i>IIS Benvenuto Cellini, Florence</i>	TOSCANA
<b>The Gritti Palace</b>	<i>Istituto Professionale Andrea Barbarigo, Venice</i>	VENETO
<b>Herno</b>	<i>ACOF Istituti Olga Fiorini, Busto Arsizio (VA)</i>	LOMBARDIA
<b>Isaia</b>	<i>Istituto Isabella d'Este Caracciolo, Naples</i>	CAMPANIA
<b>Loro Piana</b>	<i>IPIA Giuseppe Magni, Borgosesia (VC)</i>	PIEMONTE
<b>Masseria San Domenico</b>	<i>IISS G. Salvemini, Fasano (BR)</i>	PUGLIA
<b>Moncler</b>	<i>IIS Caterina da Siena, Milan</i>	LOMBARDIA
<b>Poltrona Frau</b>	<i>IPSIA Renzo Frau, Sarnano (MC)</i>	MARCHE
<b>Pomellato</b>	<i>Galdus, Milan</i>	LOMBARDIA
<b>Stellantis</b>	<i>Istituto Salesiano Edoardo Agnelli, Turin</i>	PIEMONTE
<b>Technogym</b>	<i>Istituto Superiore Pascal Comandini, Cesena (FC)</i>	EMILIA ROMAGNA
<b>Zegna</b>	<i>IPSIA Bellini, Novara</i>	PIEMONTE

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**FONDAZIONE ALTAGAMMA – [www.altagamma.it](http://www.altagamma.it)**

Founded in 1992, Altagamma gathers Italy's top cultural and creative companies, which promote the country's excellence, distinctive identity and lifestyle worldwide. With a uniquely transversal approach, Altagamma represents 112 brands from seven different industries: fashion, design, jewelry, food, hospitality, automotive and yacht-building. Altagamma's mission is to boost the growth and competitiveness of Italy's cultural and creative companies, thus making an effective contribution to the Italian economy. The Italian high-end sector has a turnover of around € 126 billion, and accounts for 7.4% of the country's GDP. Around 50% of its revenues comes from exports. Directly and indirectly, the sector employs 1,922,000 people.

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