

**Paolo Baldovini [AUTHOR – CO-FOUNDER]**

[...] *"I was born with this Industry in my DNA. Son of the owners of a very renowned Salon in Torino, Italy I grew up with pasta, olive oil and hair color...a lot of it!"*

*"I was fortunate enough to have few friends, professors of this industry, allowing me to play with hair color, helping me understand and learn the amazing world of chemical-productive line engineered-process of manufacturers; nationally and internationally!"*

*"I then re-organized this whole experience...while doing this long and very exhausting task, I have realized, I was in fact creating something new, fresh and young... molding forms and shapes, building blocks of something never done before..."*

*"When I met Enzo...was like a marriage between a poet and a writer...which in my opinion, is a very unusual marriage, but definitely the most artistic and understandable wedding ever!"*

*"There is always one mood, moda or taste that rules those logical and technical mechanisms of creating while having fun!"*

*"I strongly believe it's about time to have fun with it...with a sense of taste purely Italian!"*

*"I will see you in CASA DIFIABA, Hair and Fashion University!"*



**Enzo Bonaffini [AUTHOR CO-FOUNDER]**

[...] *"My stylist career started 35 years ago and I would have never thought it would have gave me so much, allowing me to reach extraordinary results and amazing life goal!"*

*" Mmm... I have started in a luxurious Salon in Milano, Italy... one day I have been asked to assist at a photo-shooting directed by a very famous photographer; right there, at location, I have discovered*

*a new world, still unknown for me, beautiful, amazing and exciting...the world of MODA which I still don't know*

*If I got fascinated by it, or if MODA was looking for me!"*

*"From that day, my life changed, following that world, I realized I had to learn what people would have loved to see in magazines or to wear every day, as much as this fascinating world of MODA was anticipating people's desires!"*

*"Working constantly with the best designers of fashion, with the most acclaimed photographers and writers, with the most beautiful and top models, was an amazing motivation for me to always do better,*

*sometimes just to answers to requests, always more challenging!". "I have to say that all of the above taught me not to set limits, knowing that only perusing greater goals, you can achieve greater results!"*

*"Today...mmm, today I'm even more excited...developing with DIFIABA the methodology to share fashion [MODA] with all of you who have passion and love for this industry, utilizing the Italian Learning Process in a state of the art university crowned CASA DIFIABA!"*