



PRADA

MILANO

DAL 1913

PRADA

Brand Image

FOR PRADA, FASHION, LUXURY AND STYLE HAVE ALWAYS BEEN CORE ASPECTS OF A PROJECT THAT GOES BEYOND PRODUCTION OF CLOTHES, FOOTWEAR AND HANDBAGS. CAREFUL OBSERVATION AND INTEREST IN THE WORLD, SOCIETY, AND CULTURE ARE AT THE CORE OF PRADA'S CREATIVITY AND MODERNITY



The Prada Group is a contemporary interpreter of changing scenarios.
In a three-dimensional temporal dialogue, that combines the identity and heritage of
the past with demands and dynamics of the present and future, creativity moulds
ideas that transcend the boundaries of the ordinary and creates an innovative
vision of tomorrow

Brand vision



Brand promise

The Prada Group is synonymous with innovation, transformation and independence. These principles offer its brands a shared vision in which they are able to express their essence.





Brand essence

“Be seen, be heard” could be a Prada motto. Her desire to stand out from the crowd is a way of staking a claim on the world. Fashion is her weapon of choice, and she knows how to force a double take. Prada has a habit of taking familiar classics or the clichés of good taste and turning them into something strange