

**The Prada Group becomes *Supporting Partner* of
Startupbootcamp's first startup accelerator programme in the fashion industry**

Milan, June 4th 2019 – The Prada Group is today announcing the start of a three-year collaboration with Startupbootcamp, the largest European network of multi-corporate backed accelerators helping startups scale internationally, for the launch of a global innovation center in Milan dedicated to the fashion industry.

The Prada Group will participate in the “FashionTech” initiative as a *Supporting Partner*, which will involve the selection and support of the 30 best innovative startups offering advanced technological solutions that address market challenges.

The Prada Group will be particularly interested in startups that create innovative solutions in marketing, retail, and value chain.

Lorenzo Bertelli, Head of Marketing and Communication, said: *“Creativity and innovation have always inspired Prada Group's choices across every facet of our work. Today, more than ever, these have become essential drivers of competition in the luxury retail industry. Innovation means radical thinking: as part of this programme, Prada will truly immerse itself in an inspiring creative process, drawing on new ideas and connections”*.

Alceo Rapagna, CEO Startupbootcamp Italy, declared: *“We are honored to partner with Prada for our FashionTech programme, given the global footprint and innovation leadership of the Group, a great mentorship and growth opportunity for the startups that we will jointly select”*.

The Prada Group

The PRADA Group is a world leader in the luxury goods sector, where it operates with the Prada, Miu Miu, Church's and Car Shoe brands in the production and distribution of handbags, leather goods, footwear, apparel and accessories. The Group also operates in the food sector with Marchesi 1824, and in the eyewear and fragrance industries under licensing agreements. Its products are sold in 70 countries worldwide through 634 directly operated stores as of December 31, 2018 and a selected network of luxury department stores, multi-brand stores, franchise stores and all major e-tailers.

Startupbootcamp

Founded in 2010, Startupbootcamp (www.startupbootcamp.org) is one of the world largest startup accelerators focused on specific sectors – financial services, food, energy, health, media, commerce – and active with more than 20 hubs in all continents. 200 startups are selected every year from more than 20,000 applications, joining the fast-paced bootcamps working with the world largest companies in each sector and with a global network of mentors and investors.

Besides the startup accelerators, the parent group of Startupbootcamp operates the corporate innovation services of Innoleaps (www.innoleaps.com) and the talent building ones of The Talent Institute (www.thetalent institute.nl), all already active also in Italy.

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