

# PRADA

## PRADA RE-NYLON

**The spectrum of Prada Re-Nylon expands for 2020, offering ready-to-wear, footwear and accessories for men and women. An expansion of ideas, a broadening of scope and a re-commitment to responsible retail and sustainable business practices.**

The Prada Re-Nylon collection is a groundbreaking evolution of the brand's most recognisable signifier, nylon - an emblem of Prada's distinct viewpoint on modern luxury, an industrial beauty, and contemporary life for more than four decades. Re-Nylon is the next step in fabric technology and sustainable luxury - a textile that can be endlessly regenerated without loss of quality, a true cyclical luxury.

Prada Re-Nylon first debuted in 2019 with a capsule bag collection of six classic styles for men and women: a wardrobe of accessories created from the ecologically-conscious, 100% sustainable regenerated nylon. For 2020, the range is expanded and extended, translating Re-Nylon into Prada ready-to-wear for the first time. Also for the first time, both of Prada's signature nylon textiles are offered in sustainable Re-Nylon fabrications. Prada's nylon gabardine is an icon of contemporary luxury, fine yet hard-wearing and lustrous, woven on silk looms; while nylon Piuma - Italian for 'feather' - is an incredibly fine and lightweight nylon with the feel and handle of silk. Here, both are reinvented for the 21st century in entirely regenerated and future-sustainable Re-Nylon textile - a next generation Prada.

Translating Re-Nylon into Prada ready-to-wear, pieces fuse sportswear elements with silhouettes and approaches of luxury: slim-line tailored single-breasted overcoats for men, full-skirted and slender cocktail dresses and cocoon-coats for women. Alongside these gendered offerings are fluid sports clothing, padded jackets, spots-detailed trousers and shorts, and t-shirts. Paying homage to the iconic 1984 Prada nylon backpack - the first introduction of nylon into the sphere of luxury - dresses feature front-pockets, buckles and webbing shoulder-straps, a hybrid of accessory and attire, utility as decoration. By seemingly reworking the Prada backpack into a dress, it also echoes the notion of recycling and regeneration, the changing of old into new that is central to the ethos of Re-Nylon.

Alongside ready-to-wear, the collection features the first Re-Nylon footwear, regenerated nylon used to create new iterations of the Monolith combat boots and shoes, and low- and high-top sneakers. The accessory offering is also expanded, including hats, belts and multiple bag silhouettes for men and women. These styles include belt-bags, backpacks, cross-body styles and an archival Re-Edition style drawn from 2000, highlighting the continuous and timeless appeal of Prada nylon. All accessories and garments feature the Prada Re-Nylon logo, the Prada triangular logo reworked as a looping arrow, a symbol of perpetual renewal and of the cyclical, everlasting life of Re-Nylon.

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Prada Re-Nylon is entirely crafted from a regenerated nylon created through the recycling and purification of plastic collected from oceans, fishing nets, landfills and textile fibre waste globally. Through a process of de-molymerization, purification and then transformation into new polymers and then threads, this material can be recuperated and made into new nylon fabric. The choice of the ECONYL® yarn for the Prada Re-Nylon collection actively contributes to the reduction of the global warming up to 90%\* compared to the use of the virgin nylon yarn.

Representing a commitment to sustainable practice now and in the future, the expansion of the Prada Re-Nylon offering renews a company-wide estimate goal for sustainability: to convert all Prada virgin nylon into regenerated nylon by the end of 2021. Furthermore, this bold and ongoing decision represents a shift in how we see luxury as fundamental as Prada's introduction of nylon. If that invented a modern, industrial concept of luxury, Re-Nylon proposes a new notion. It transforms not only methods of production, but also that of the final product - in that it proposes that no product is truly final. Re-Nylon is not an idea of luxury, but an ideology - one that is sustainable and truly responsible.

The Prada Re-Nylon collection is available in selected Prada boutiques worldwide with dedicated in-store and window set-ups, via [prada.com](http://prada.com) as well as through selected retail partners with special pop-up stores.

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*\*The value of 90% reduction refers to the global warming of nylon yarns raw material. All subsequent production steps of fabric production and final product manufacture are not included into calculation.*