

PRADA HONOURED WITH THE CREATIVITY FASHION AWARDS 2020

Milan, 4 December 2020 – On December 3, Prada received the ‘2020 Fashion Awards’ under the Creativity category during a digital celebration of the annual Fashion Awards, presented by the British Fashion Council.

The Creativity category recognises individuals and brands that made a global impact in the past year through creativity in design, campaigns and collaborations, as well as defined the shape of global fashion through an innovative approach.

Prada has been recognized a brand that embodies what a modern luxury house is about, creativity and social responsibility. To name a few, the Prada Linea Rossa FW20 campaign with an exceptionally diverse cast, the substantial efforts Prada has made during the pandemic to support Italy, and the ‘Tools of Memory’ campaign in partnership with Sotheby’s with proceeds donated to benefit UNESCO educational projects, stood out as the main initiatives of the brand in 2020.

Co-Creative Directors Miuccia Prada and Raf Simons were selected as they created positive change within the fashion industry this year, while demonstrating the power of creativity and the importance of conversations through their first show together last September. They received the Fashion Award 2020 prize virtually with a pre-recorded video speech.

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