

PRADA ANNOUNCES CO-CREATIVE DIRECTORS

Milan, February 23rd 2020 - From 2 April 2020, Raf Simons will join the Prada brand as co-creative director, working in partnership with Miuccia Prada with equal responsibilities for creative input and decision-making. The first Prada collection designed by Miuccia Prada and Raf Simons will be the Spring/Summer 2021 womenswear show, presented in Milan in September 2020.

This partnership, encompassing all creative facets of the Prada label, is born from a deep reciprocal respect and from an open conversation - it is a mutual decision, proposed and determined by both parties. It opens a new dialogue, between designers widely acknowledged as two of the most important and influential of today. Conceptually, it is also a new approach to the very definition of creative direction for a fashion brand - a strong challenge to the idea of singularity of creative authorship, whilst also a bold reinforcement of the importance and power of creativity in a shifting cultural landscape.

As times change, so should creativity. The synergy of this partnership is far-reaching. It is a reaction to the era in which we live - an epoch with fresh possibilities, permitting a different point of view and approach to established methodologies. It can also be seen as the first step towards broader scopes of interaction - an initiation of free exchange and collaboration, a questioning of creative conventions.

Innovation is an inherent facet of the identity of Prada: a willingness to push boundaries, to experiment, to take opportunities to advance. If the notion of a partnership is to work jointly, the result of that conversation may not only be product but also the propagation of a thought and a culture. A pure vision of creativity, with the product a vehicle for these thoughts.

The distinct values and ethos of the Prada brand remain unchanged: this radical creative dialogue, indeed, is a reiteration of the philosophies of both Miuccia Prada and Raf Simons. It is perfectly in tune with each designer's individual history of reinvention, provocation, brave exploration and the power of ideas - now, brought together.

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PRADA S.p.A.

*Registered office at Milan (Italy), Via A. Fogazzaro n. 28,
Registry of Companies of Milan, Monza, Brianza, Lodi (Italy): No. 10115350158
(Incorporated under the laws of Italy as a joint-stock company with limited liability)
(Stock Code: 1913)*

PRADA BRAND'S NEW CO-CREATIVE DIRECTOR

This announcement is made by PRADA S.p.A. (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and Section 307B(1) of the Securities and Futures Ordinance.

The Company is pleased to announce that as of April 2, 2020, Mr. Raf Simons will join the Prada brand as co-creative director, working in partnership with Ms. Miuccia Prada Bianchi with equal responsibilities for creative input and decision-making.

Mr. Raf Simons was born in Belgium in 1968 and graduated in Industrial Design and Furniture Design in 1991.

During his career, Mr. Simons has been appointed as creative director or artistic director of a number of leading luxury labels and has been awarded with several prizes for his contribution to culture and the fashion industry.

The first Prada collection designed by Ms. Miuccia Prada Bianchi and Mr. Raf Simons will be the Spring/Summer 2021 womenswear show, to be presented in Milan in September 2020.

The Company strongly believes that this creative partnership will be highly beneficial to the Company, the Group and all of the Group's stakeholders.

By Order of the Company
PRADA S.p.A.
Mr. Carlo Mazzi
Chairman

Milan, Italy, February 23, 2020

As at the date of this announcement, the Company's executive directors are Mr. Carlo MAZZI, Ms. Miuccia PRADA BIANCHI, Mr. Patrizio BERTELLI and Ms. Alessandra COZZANI, the Company's non-executive director is Mr. Stefano SIMONTACCHI and the Company's independent non-executive directors are Mr. Gian Franco Oliviero MATTEI, Mr. Giancarlo FORESTIERI, Mr. Sing Cheong LIU and Mr Maurizio CEREDA.