

REMIXX

PRADA Group

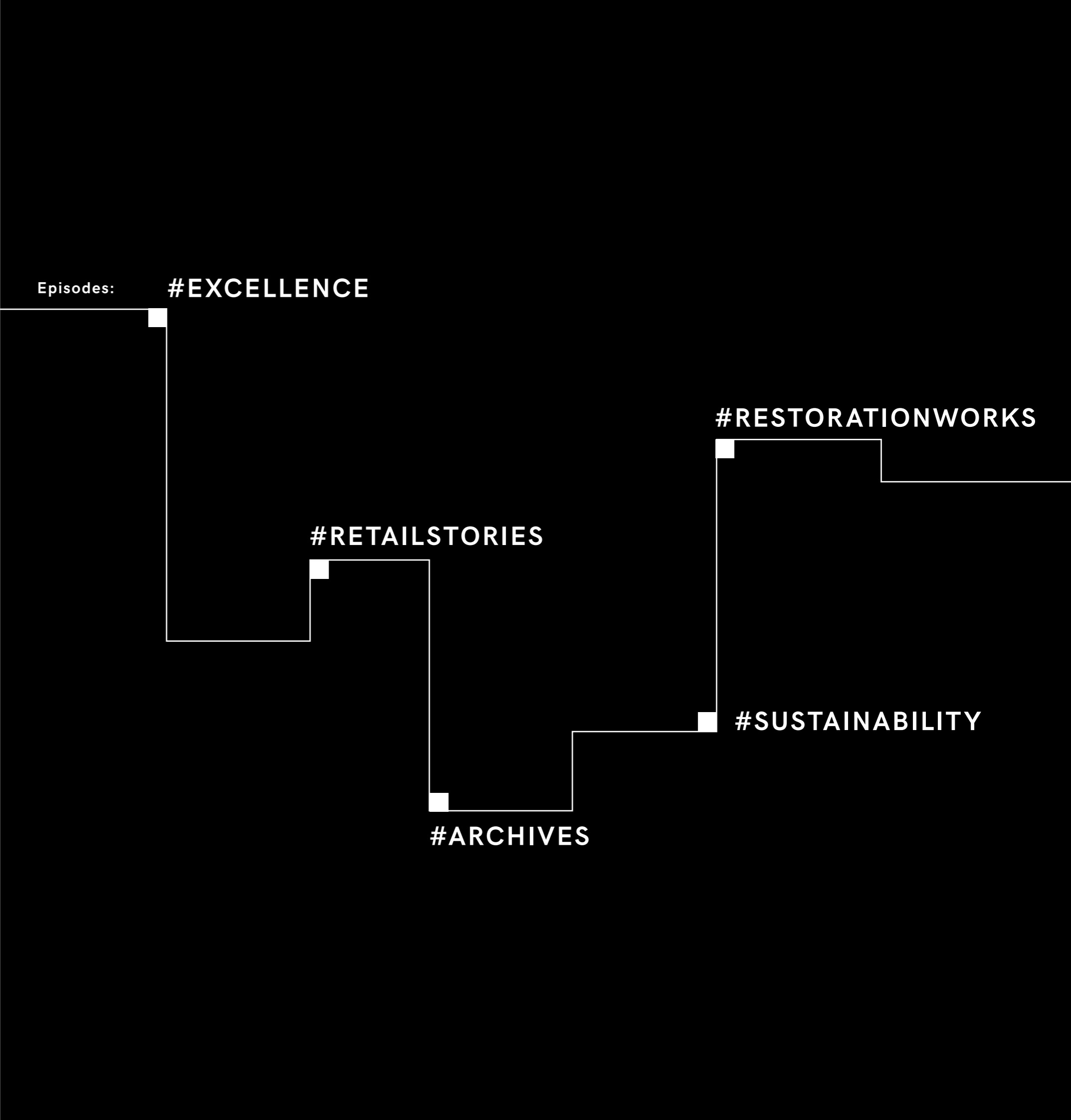
# THE PROJECT

Prada Group Remix is a series of dynamic contents to discover the **Group’s DNA** in a new unexpected way.

This **multichannel project** develops through a set of episodes, each one described with an **engaging storytelling**, created by the combination of a **kaleidoscope of images and stories**.

The project is based on the Group’s **values** stated in our **Manifesto** and it is divided in five episodes.

[CLICK HERE TO DISCOVER MORE](#)



# #EXCELLENCE

Excellence is one of Prada Group's primary objectives. It is a mental attitude which leads people to **seek perfection** in their daily work, refining and surpassing the results previously achieved.

Excellence of our artisans' hand skills: **passion, quality and attention to detail** are reflected in every product we make.

Excellence can also be discovered in our **production sites**, designed for the **well-being** of our people as in Prada Group's "**garden factories**", buildings expressing a delicate balance between **architecture and nature**.

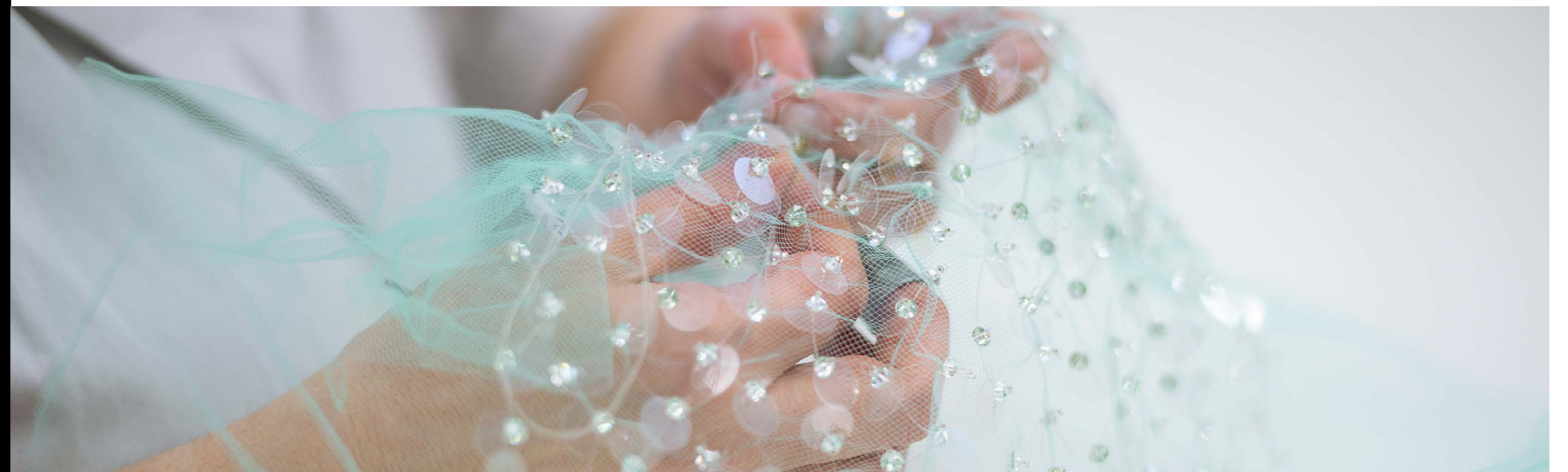
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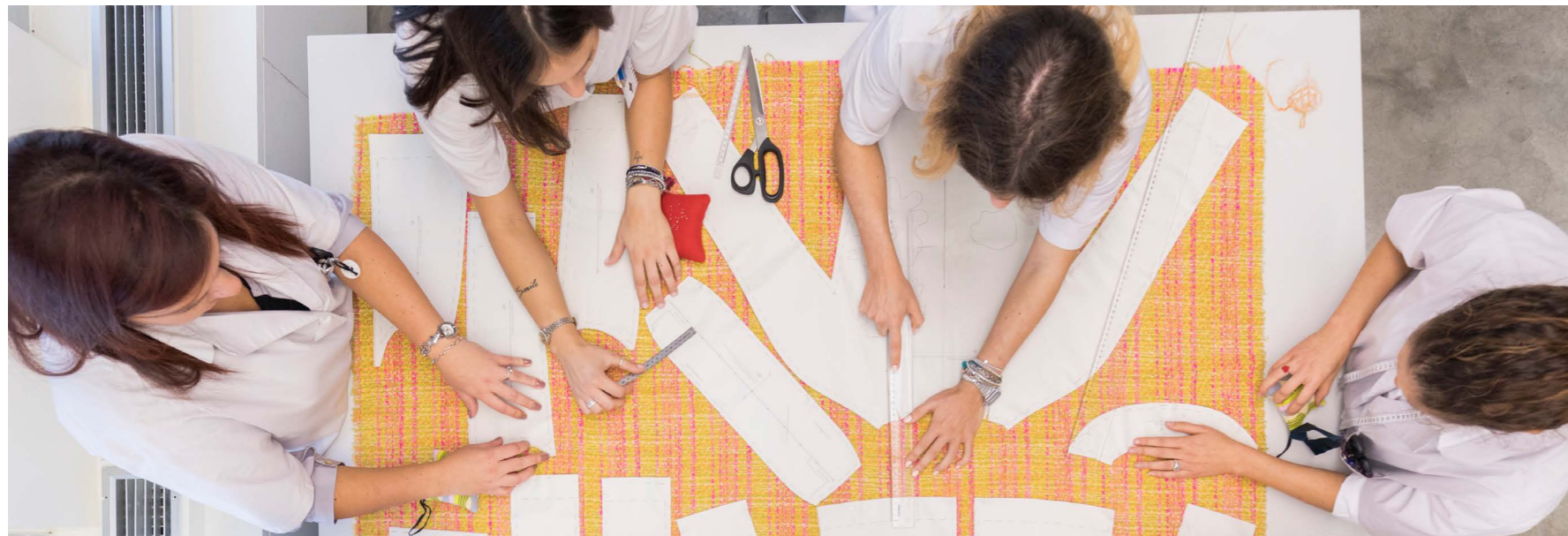


## Did you know?

The production of a pair of Church's requires approximately twelve weeks of work and over 300 accurate and skillful steps.

[Our Know-How](#) →





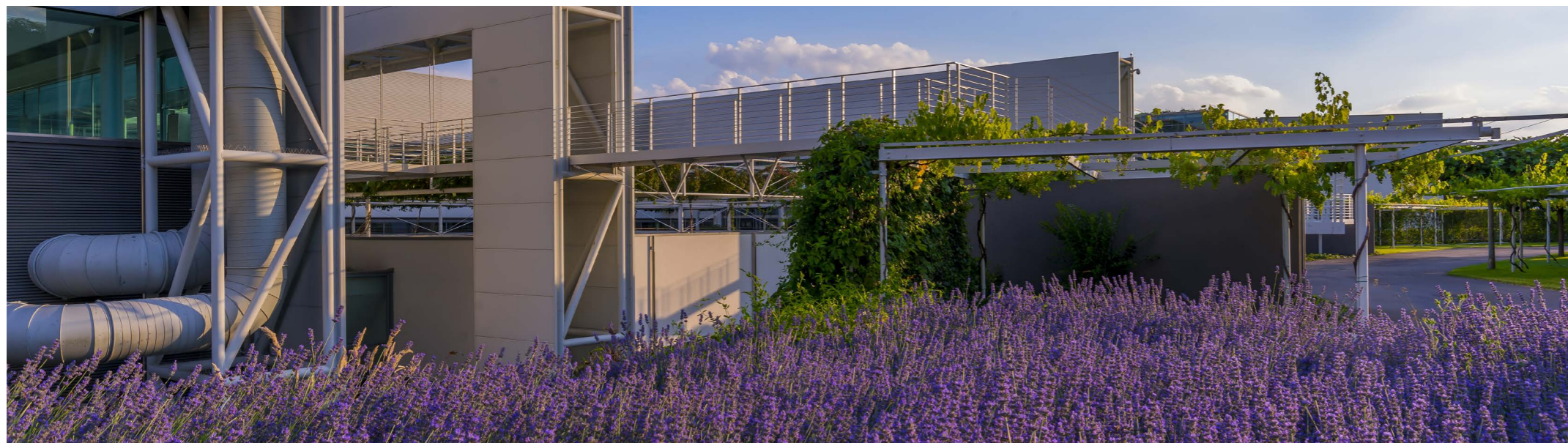
## Did you know?

With nearly 14,000 people, the Prada Group is represented all over the world by a mixed universe of cultures, skills and nationalities.





Montegranaro, Italy



Valvigna, Italy

## Did you know?

In Valvigna's gardens there are 297 trees, 29,000 bushes and 74,000 ground cover and grassy plants.

## Prada Group "Garden Factories"



Montevarchi, Italy

## #RETAILSTORIES

Conceived as **eclectic places**, Prada Group's stores and pop-ups are pure **expression of each brand's identity**, designed to offer customers a **unique and unexpected shopping experience**.

[CLICK HERE TO DISCOVER MORE](#)

# PRADA



Prada at the Hôtel de Paris, Montecarlo

## PRADA GREEN CONCEPT STORE

The "Green Concept" of Prada's stores, which accompanies the brand's aesthetics all over the world, is paired with the typical black and white checkered marble floor and creates the perfect scenario for the brand's collections.

[Prada Group Stores](#)



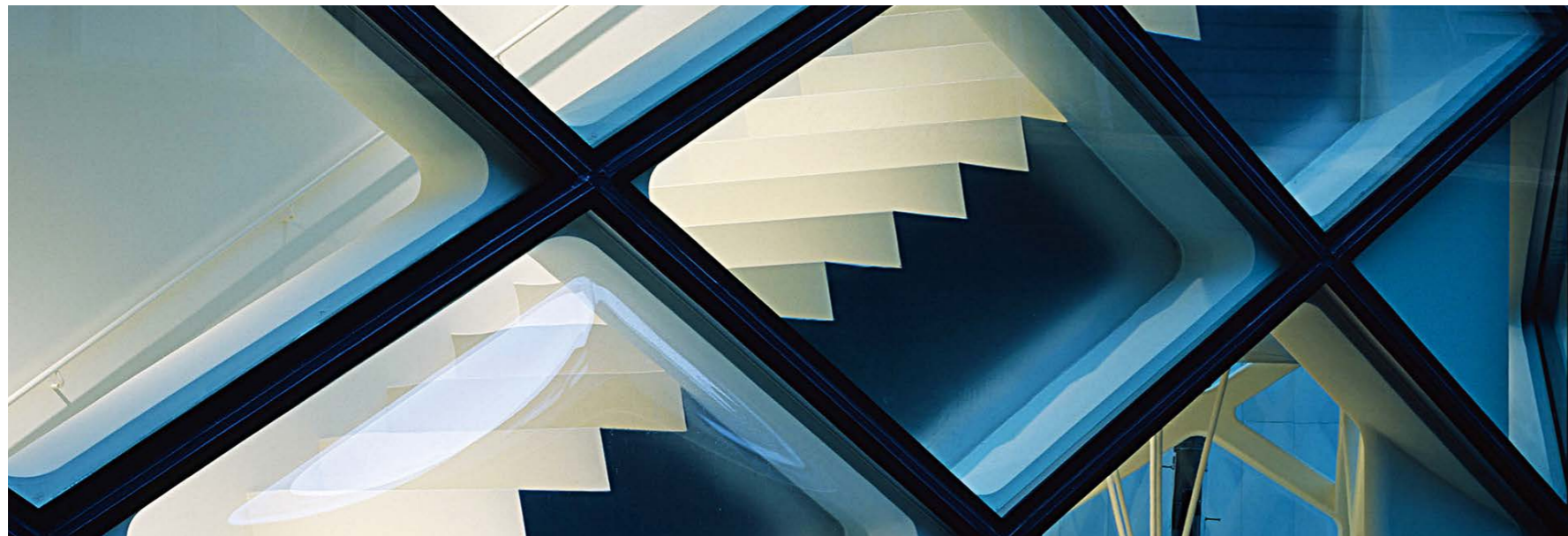
Prada via della Spiga, Milan



Prada Miami Design District, Miami



Prada New York Epicenter



Prada Tokyo Epicenter

## PRADA EPICENTERS

The New York, Tokyo and Los Angeles Epicenters are not only experimental concept stores, but a set for debating contemporary culture.



Prada Los Angeles Epicenter

**PRADA**



Prada Hyper Leaves Pop-Up at Galeries Lafayette Paris Haussmann, Paris



Prada Escape Pop-Up at Selfridges, London

## PRADA POP-UPS

Prada pop-ups are inspiring environments to engage our clients and make them feel characters of our retail stories.



Prada Dreamscape Pop-Up at Isetan, Tokyo

**PRADA**

## MIU MIU DAMASK

The Miu Miu world is represented through the unmistakable damask fabric, made exclusively for the brand, a fil rouge expressing its unique identity around the world, creating monochrome precious boxes, at once intimate and contemporary.



Miu Miu at Landmark, Hong Kong



Miu Miu Miami Design District, Miami



Miu Miu at iAPM Mall, Shanghai

**miu miu**

## MIU MIU AOYAMA

The Miu Miu Aoyama Epicenter in the residential heart of Tokyo, designed by architects Herzog & de Meuron, is an exceptional building conceived as an intimate and understated residence.



The façade is a polished surface: instead of affording a view inside, as in a shop window, the gaze is inverted as viewers encounter self-reflection.



MIU MIU

## MIU MIU POP-UPS

Miu Miu pop-ups offer a unique experience full of femininity through their unconventional environments.



Miu Miu eMIUticon Pop-Up at Isetan, Tokyo



Miu Miu Hand Painted Pop-Up at Isetan, Tokyo

Among the most recent projects: the graphic experiments on the Miu Miu logo designed by M/M Paris, Miu Miu Hand Painted and the outdoor amusement of Miu Miu Pic-Nic.



Miu Miu Pic-Nic Pop-Up at Isetan, Tokyo

**MIU MIU**

# #ARCHIVES

For the Prada Group archives are places where present becomes a founding value for future heritage. Situated in Milan and Tuscany, they are a tangible evidence of more than a century of research and creativity and they represent a unique and inexhaustible source of inspiration and expression.

[CLICK HERE TO DISCOVER MORE](#)



# PRADA

## THE HISTORICAL ARCHIVE IN NUMBERS:

73,000  
READY-TO-WEAR  
PIECES

63,000  
SHOES

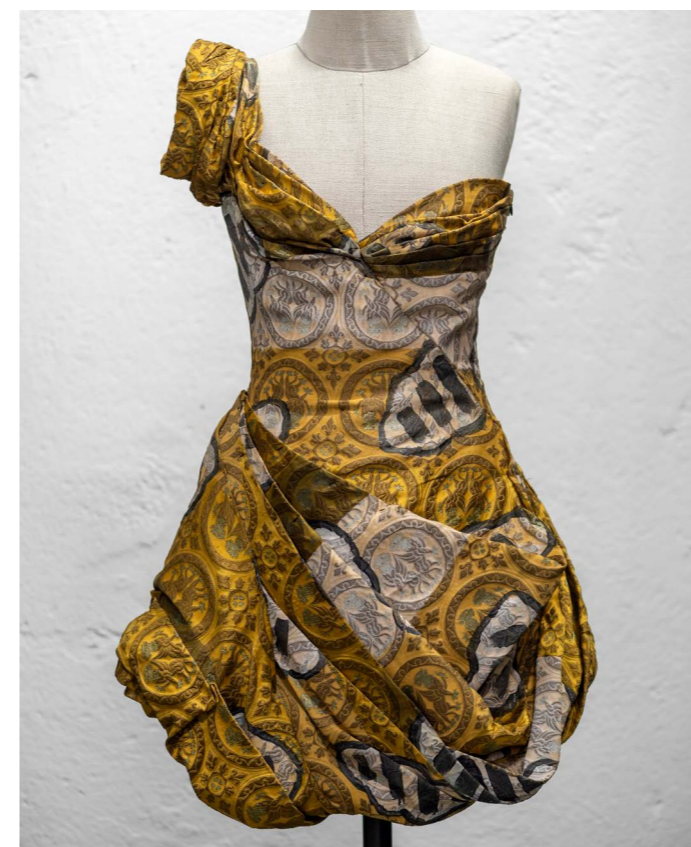
53,000  
BAGS AND  
ACCESSORIES

Prada Chandelier dress, Spring/Summer 2010

## HISTORICAL ARCHIVE

Located in Milan and Valvigna, the historical archive stores ready-to-wear pieces, shoes, and leather goods from all Group's brands, including iconic fashion shows' items, research garments and unique pieces created for film collaborations.

# MIU MIU



Miu Miu Fall/Winter 2006



[Prada Group Archives](#)





## FABRIC ARCHIVE

Exclusive prints, laces, macramé, and embroideries from Prada and Miu Miu collections are treasured in our Fabric Archive in Tuscany. Original textiles are collected as endless evidence of our brands' research in this sphere.

# PRADA

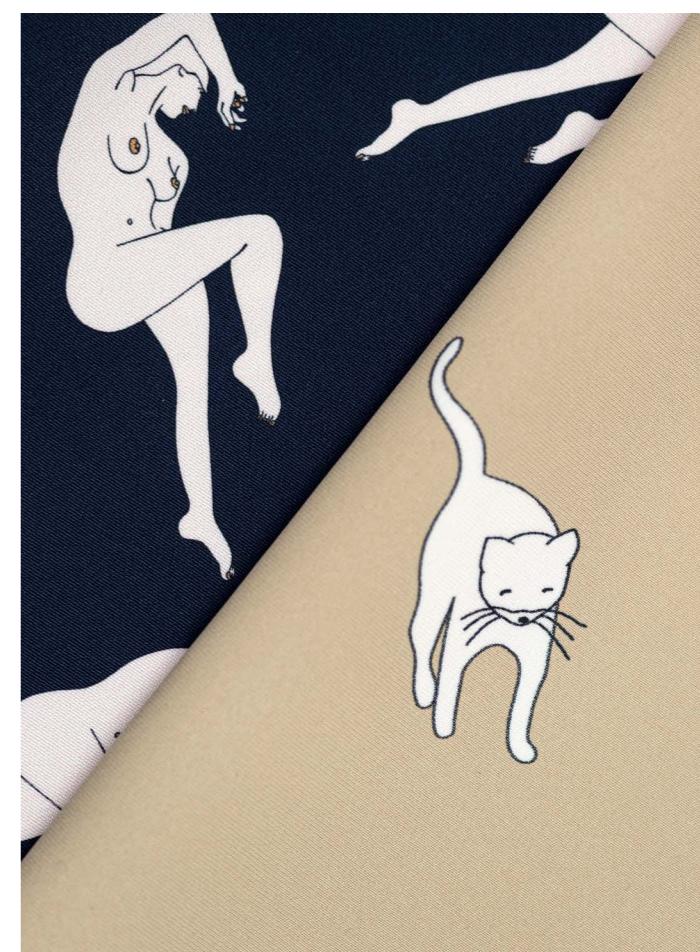
# miu miu

THE FABRIC  
ARCHIVE  
IN NUMBERS:

27,000  
ORIGINAL  
TEXTILES



Miu Miu Spring/Summer 2014

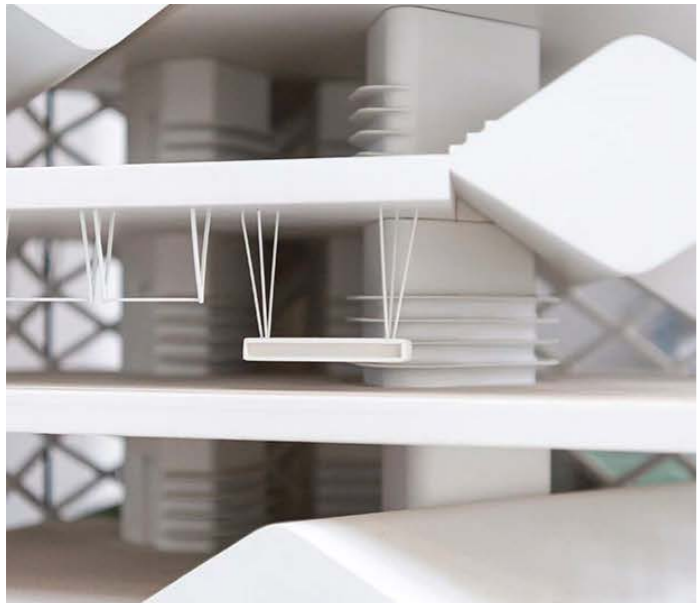


DESIGN ARCHIVE

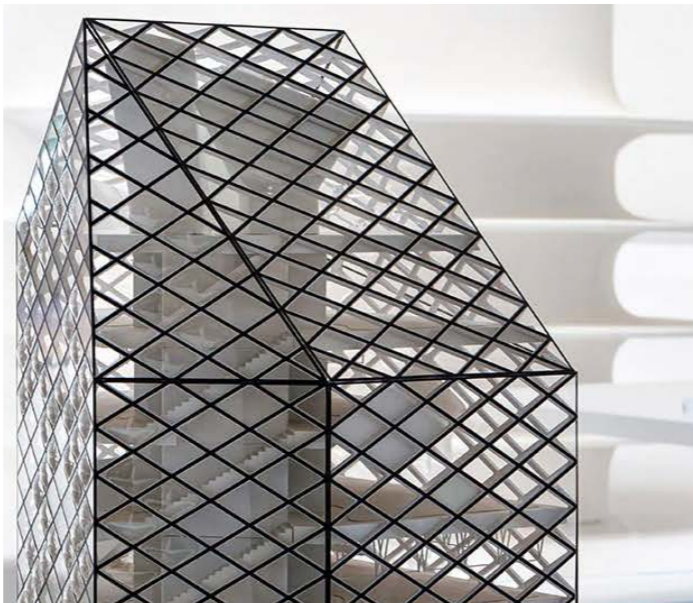
The Design Archive extends for over 6,000 square meters and it is organized into three departments: Sample Archive, Model Archive and Historic Furniture Archive.



Miu Miu Xian Modern Capital PCD store, 1:50 model



Prada Aoyama, Tokyo Epicenter by Herzog & de Meuron, models



Scaled models and 1:1 scale reproductions of the brands' stores and shop windows are collected here, as well as samples of research materials and custom-made furniture.

THE DESIGN  
ARCHIVE  
IN NUMBERS:  
  
10,000 ITEMS



Glasses samples

## #SUSTAINABILITY

Sustainability is one of the core elements of the Prada Group's identity and it is deeply embedded in our company strategy.

Our commitment is rooted in three areas of focus: **people, environment and culture.**

[CLICK HERE TO DISCOVER MORE](#)



## PRADA RE-NYLON

The Prada Re-Nylon project interprets models of Prada ready-to-wear, bags, footwear and accessories in the name of sustainability, using a regenerated nylon yarn obtained from the recycling of plastic waste, carpets, fishing nets and textile fiber waste.

[Prada Re-Nylon](#) →

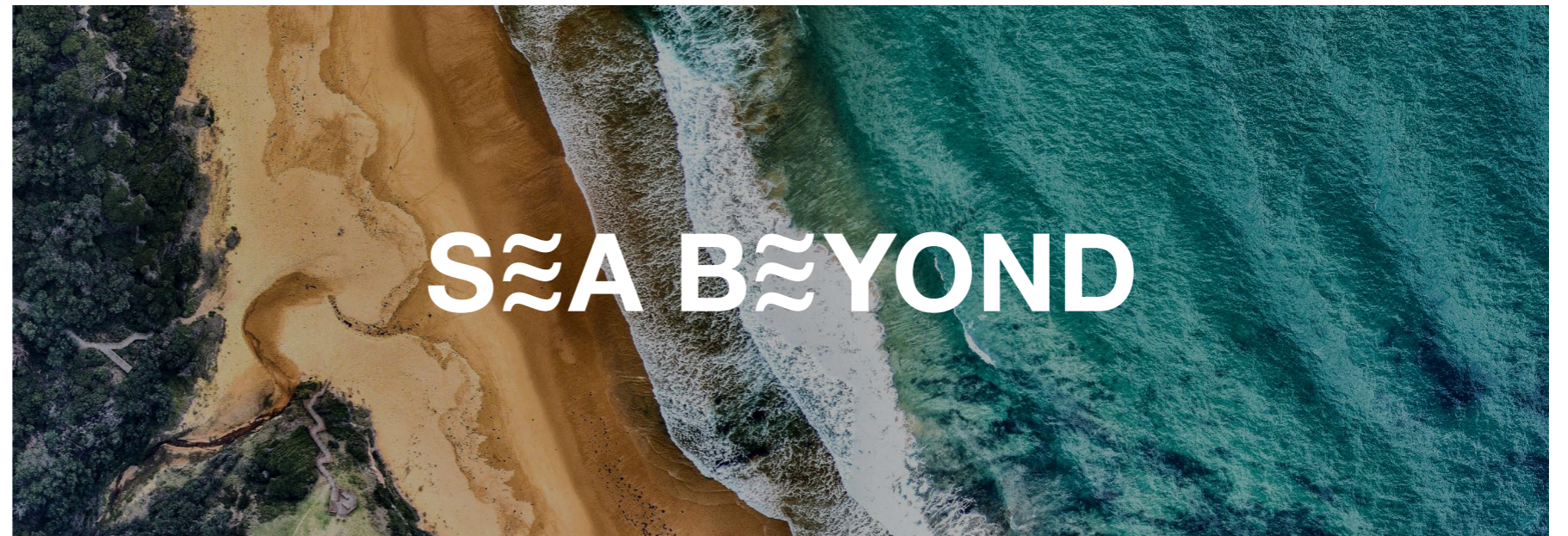


## Did you know?

For 10,000 tons of ECONYL® yarn produced, 70,000 barrels of oil are saved, and environmental emission of CO<sub>2</sub> are reduced by 65,100 tons.

## SEA BEYOND

A percentage of proceeds from the sales of the Re-Nylon collection supports "Sea Beyond", a project in collaboration with the Intergovernmental Oceanographic Commission of UNESCO.



The educational program, focused on environmental sustainability, is dedicated to secondary school students in 10 cities around the world.

BERLIN, CAPE TOWN,  
LISBON, LONDON,  
MEXICO CITY, MILAN,  
NEW YORK, PARIS,  
SHANGHAI AND VENICE.

Sea Beyond



The initiative's goal is to educate and raise awareness among the new generation to adopt a more responsible and mindful behavior towards the ocean and its resources.



THE OCEAN HAS  
AN IMPACT ON US.  
WE HAVE AN  
IMPACT ON THE  
OCEAN.

THE PROJECT DEVELOPS THROUGH THREE PHASES:

LEARN — OCEAN LITERACY —

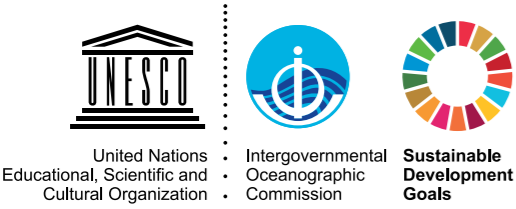
The programme explores the concept of ocean literacy, the key to understanding why the seas are so vital, facing topics like marine pollution, particularly with regards to plastics, and how the fashion sector's commitment to sustainable production can help protect the seas.

THINK — ABOUT SUSTAINABILITY —

Students are engaged to become "sea ambassadors", showing their care about the ocean with their behaviors after having learnt ocean literacy principles at school.

— ACT — USING YOUR CREATIVITY —

All the schools involved in the project are asked to create a powerful campaign, to raise awareness about the ocean's preservation and inspire others on how to be more sustainable. The best projects will be awarded by IOC-UNESCO and Prada.



BEST OF 2019 CSR

The recent sustainable activities undertaken by the Group are featured in our 2019 Corporate Social Responsibility Report.

Prada Group CSR    ➔



Valvigna, Italy



Photovoltaic system at the Scandicci factory, Italy



Valvigna, Italy

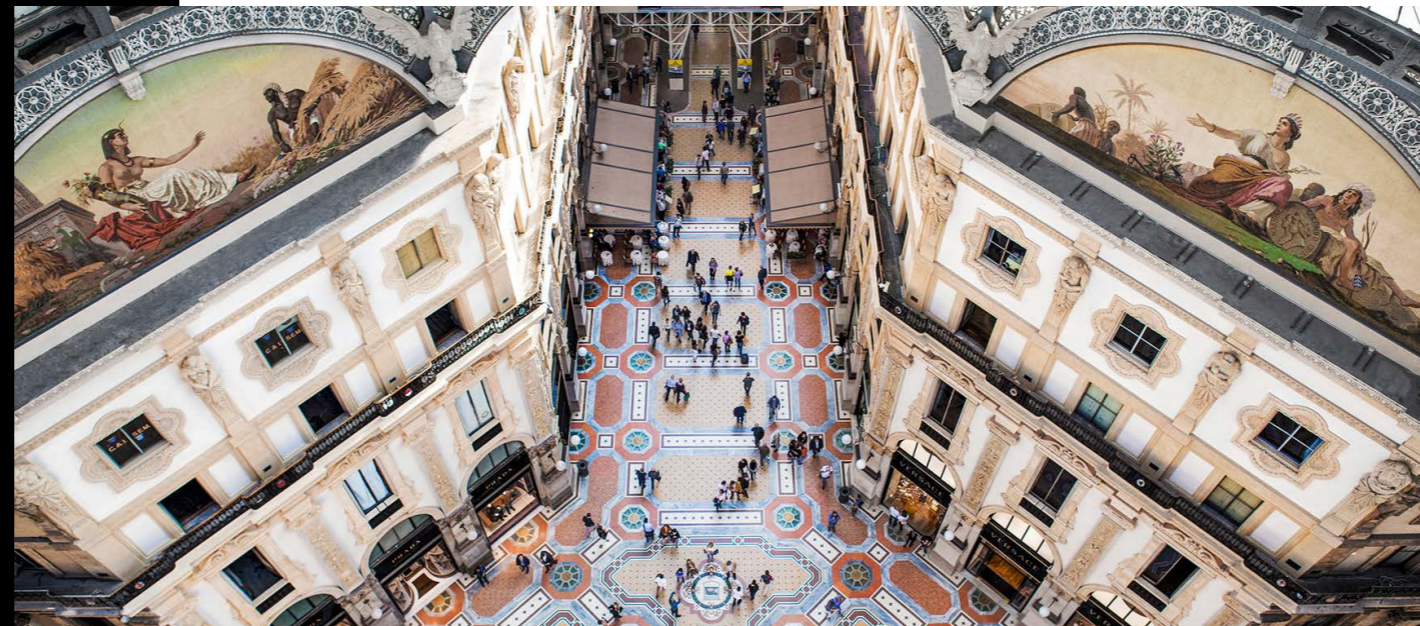


Valvigna, Italy

# #RESTORATION WORKS

Prada Group's strong **cultural ties** are an integral part of our values as well as a source of inspiration for our work. Restoration works represent our **commitment to preserve artistic heritage** and to start a **dialogue with local communities**.

[CLICK HERE TO DISCOVER MORE](#)



## GALLERIA VITTORIO EMANUELE II

A construction project working around the clock for 13 months, completed on April 2015, brought back to the city of Milan a brand-new Galleria 150 years after its first stone was laid. The site saw the presence of an average of 12 restorers, totalizing 35,000 hours of restoration works.

[Galleria Vittorio Emanuele II](#)



**PRADA GROUP AND FAI**  
**FONDO AMBIENTE ITALIANO**  
**(THE NATIONAL TRUST FOR ITALY)**

Thanks to the partnership with  
FAI-Fondo Ambiente Italiano,  
Prada supported local restorations  
in Bologna, Padua, Bari, Turin  
and Florence from 2010 to 2016.

Prada Group & FAI    ➔



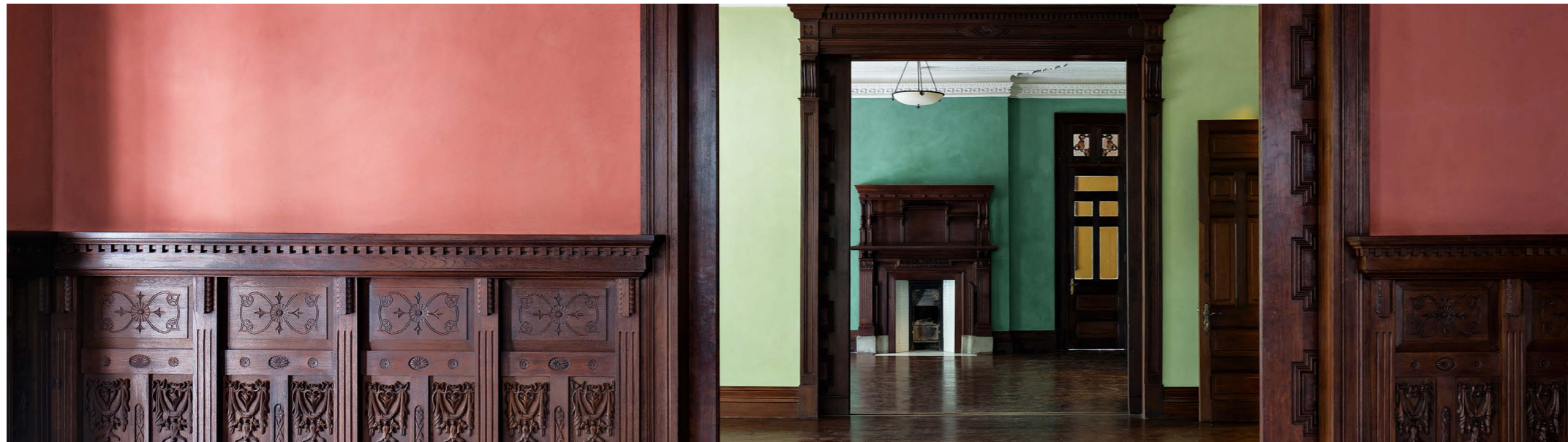
Sacello di San Prosdocimo, Padua (Italy)



Giorgio Vasari's Last Supper restoration by Opificio delle Pietre Dure, Florence (Italy)



Restoration of the well of Santa Maria di Cerrate, Lecce (Italy)



## PRADA RONG ZHAI

Inaugurated in 2017 in Shanghai after a 6-year renovation, Prada Rong Zhai expresses a tribute to the Chinese culture. A team of Italian and local craftsmen worked together on ornamental and structural elements' conservation such as plasterwork, wooden paneling, stained glass and decorative tiles.

[Prada Rong Zhai](#) →



# THE PRADA GROUP MANIFESTO

Prada Group Remix is inspired by the values stated in our Manifesto:

## SUBVERT THE RULES

1. The Prada Group is synonymous with innovation, transformation and independence.

## INNOVATIVE TRADITION

2. The heritage and know-how of the company is firmly rooted in a century-old tradition.

## SPIRIT OF EXCELLENCE

3. A mental attitude that leads the Prada Group people to seek perfection in their work.

## UNIQUENESS OF TALENT

4. Passion, curiosity, obsession for details and expertise are the distinctive traits of our employees.

## BEYOND BOUNDARIES

5. Art, philosophy, architecture, literature and film are continuous sources of inspiration for the Group.

## SUSTAINABLE PATHS

6. We promote a business culture which respect the people, the environment and the society.

[CLICK HERE TO DISCOVER MORE  
ABOUT OUR MANIFESTO](#)

## What does the Prada Group mean to you?

Your ideas and thoughts are welcome,  
please contact us at [corporatepress@prada.com](mailto:corporatepress@prada.com)