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.

THE PROJECT

@click here to discover more
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.

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.
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”
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 EPICENTERS
The New York, Tokyo and Los Angeles Epicenters are not only experimental concept stores, but a set for debating contemporary culture.
Prada pop-ups are inspiring environments to engage our clients and make them feel characters of our retail stories.

**PRADA POP-UPS**

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

Prada Escape Pop-Up at Selfridges, London

Prada Dreamscape Pop-Up at Isetan, Tokyo
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 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 POP-UPS

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

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.

#RETAILSTORIES
#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.

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.

#ARCHIVES
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.

THE FABRIC ARCHIVE IN NUMBERS:

27,000 ORIGINAL TEXTILES
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.

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.

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

Glasses samples

THE DESIGN ARCHIVE IN NUMBERS:

10,000 ITEMS
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.

Did you know?
For 10,000 tons of ECONYL® yarn produced, 70,000 barrels of oil are saved, and environmental emission of CO₂ are reduced by 65,100 tons.

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.

#SUSTAINABILITY
#SUSTAINABILITY
#SUSTAINABILITY
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. 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 PROJECT DEVELOPS THROUGH THREE PHASES:

**LEARN**

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.

**OCEAN LITERACY**

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

**THINK**

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

**ABOUT SUSTAINABILITY**

**ACT**

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’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.

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.

Sacello di San Prosdocimo, Padua (Italy)

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

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

**UNIQUENESS OF TALENT**

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

**INNOVATIVE TRADITION**

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

**BEYOND BOUNDARIES**

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

**SPIRIT OF EXCELLENCE**

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

**SUSTAINABLE PATHS**

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

What does the Prada Group mean to you?

Your ideas and thoughts are welcome, please contact us at corporatepress@prada.com