

PRESS RELEASE

PRADA GROUP PARTNERS WITH ADOBE TO REIMAGINE IN-STORE AND DIGITAL EXPERIENCES IN REAL TIME

- **Adobe Real-Time Customer Data Platform and Adobe Journey Optimizer** to connect digital and in-store customer experiences in real time, increasing loyalty and revenues
- **Adobe Substance 3D applications, leveraging 3D design, to reimagine product prototyping, as well as new shopping experiences**

Milan and Las Vegas — March 22nd, 2023 — Prada Group and Adobe announce an enhanced partnership to enable real-time personalization and increase revenues, elevating the customer experiences across all digital and physical retail properties. The partnership spans Prada Group's range of brands, including Prada, Miu Miu, Church's, Car Shoe, Pasticceria Marchesi, and Luna Rossa.

"Today, we announce a new and important step towards our fruitful collaboration with Adobe, with the adoption of their unique customer data platform suite, to further evolve the retail experience across all our brands", said **Lorenzo Bertelli, Prada Group Marketing Director and Head of Corporate Social Responsibility**. *"This will ensure we are able to engage and connect with each customer in the right place, at the right time, and with the right content."*

"At the heart of Prada Group's identity is a passion for innovation, and a focus on the customer experience", said **Luc Dammann, President of EMEA at Adobe**. *"The luxury retail sector is at the forefront of digital innovation, and Adobe's partnership with Prada Group will enable them to expand their distinctive style and storytelling through real-time personalized customer experiences across in-store and digital worlds."*

Prada Group will leverage *Adobe Real-Time Customer Data Platform* and *Adobe Journey Optimizer*, part of *Adobe Experience Cloud*, to combine vast amounts of existing data, creating unified customer profiles, and delivering personalized experiences across any channel in real time. These tools will allow the Group to offer relevant content to customers at the moments that matter.

Customers who have opted in will enable sales assistants to know when they visit a store and their preferences, with the goal of a richer personalized experience. For example, a customer who has researched a bag online may be invited to see the bag's latest seasonal colors in person, where a sales assistant will be ready to provide a tailor-made experience. After leaving the store, customers will receive recommendations based on their purchase, in-store experience, and online profile.

Adobe Creative Cloud applications enable brands to design striking content for marketing campaigns, brand activations and product portfolios. Looking ahead in this direction, Prada Group is exploring Adobe's latest innovative technologies, including *Adobe Substance 3D*, part of *Adobe Creative Cloud*, to design retail simulations and create product prototypes using physically accurate textiles, including leathers, in an increasingly sustainable and hyper-realistic way.

For further information:

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About Prada Group

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa, and works constantly to enhance their value by increasing their visibility and appeal. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 612 stores (at December 31st 2022) as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 24 owned factories and more than 13,700 employees. For more information, please visit www.pradagroup.com.

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About Adobe Experience Cloud

In the experience economy, every business must be a digital business and Adobe Experience Cloud is the global leader for powering digital businesses. With solutions for customer journey management, data insights and audiences, content personalization, commerce and marketing workflows, Adobe Experience Cloud is driving Customer Experience Management (CXM) across both B2B and B2C for companies of every size. Adobe Experience Platform – the foundation of Adobe Experience Cloud – is the industry's first purpose-built CXM platform, powering applications that enable personalized customer experiences in real-time at scale.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.