

PRESS RELEASE

**PRADA GROUP WILL HIRE MORE THAN 400 WORKERS IN THE INDUSTRIAL AREA
BY YEAR-END**

The Prada Group Academy will train over 200 of them

Milan, March 30th, 2023 – Prada Group today announces a major plan to recruit **over 400 people** by the end of 2023, to strengthen its production capacity and craftsmanship expertise in Italy.

The hires will further reinforce the Group's strong industrial strategy, one of its distinct competitive advantages.

The investment plan, designed to develop the Group's facilities and its commitment to foster the craftsmanship and skills of its people, will support the growth trajectory highlighted by Prada Group's latest results.

The investment will guarantee greater agility and a reduction of time-to-market. The Group already carries out all quality checks on raw materials and finished products as well as manages all logistics internally.

Massimo Vian, Industrial Director of Prada S.p.A., said: *“Prada Group continues to invest in its supply chain, consistent with what was announced during our Capital Markets Day at the end of 2021. We have an ongoing commitment to strengthen the industrial backbone of the Group, while being respectful of our long-time suppliers. Today, we are proud to announce more than 400 new jobs which will support the Group's growth in the coming years. The Prada Group Academy will become increasingly crucial for the future preservation of our know-how and the one of the sector. We feel a responsibility to invest in young talent who will become the next generation of expert craftspeople”.*

A considerable proportion of the new positions will be filled by students of the **Prada Group Academy**, where new entrants will learn manual and craft skills.

Founded in the early 2000s, the professional school trains new talent and preserves craftsmanship. More than 200 new professionals will be trained over the next year by the Group's *maestros*, across leather goods, footwear and ready-to-wear.

The Group will also establish a new permanent branch of the Prada Group Academy at its Scandicci plant, near Florence, dedicated to leather craftsmanship. Around 30 students will be part of the first cohort of the programme at Scandicci.

The new positions will be opened across some of Prada Group's main manufacturing facilities in Italy. This includes:

- Around **100 new hires** at Prada Group's leather goods facility in **Scandicci (Florence, Tuscany)**, representing a 50% increase in the current workforce.
- **50 new hires** following the construction of an expanded factory designed by Guido Canali at Prada Group's leather goods facility in **Piancastagnaio (Siena, Tuscany)**, representing a 50% increase in the current workforce.
- **85 new hires** by November 2023 at Prada Group's knitwear facility in **Torgiano (Perugia, Umbria)**.

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- More than **200 further jobs** to be created at over 10 additional leather goods, footwear and ready-to-wear sites, mainly across the Tuscany, Umbria and Marche regions.

For further information on the positions available and to enroll in the Prada Group Academy, please visit the [careers section](#) of the Group's website at www.pradagroup.com.

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 finds 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 including Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa. 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 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, owns 24 factories and has more than 13,700 employees (all figures at December 31st, 2022). For more information, please visit www.pradagroup.com.