

## PRADA Invites

For the very first time, PRADA has invited four celebrated creative minds to each work on a unique item. For this occasion, the focus is shifted to the industrial side of the multi-faceted PRADA identity.

Ronan & Erwan Bouroullec, Konstantin Grcic, Herzog & de Meuron and Rem Koolhaas have each worked with the simple brief of creating an item using the Black Nylon fabric, the Prada Icon.

‘PRADA Invites’ manifests four radically different approaches that investigate the poetic, practical, technical and aesthetic aspect of nylon.

The unique designs will be unveiled on January 14, 2018 during the Prada FW 2018 Menswear show, which takes place in a PRADA Warehouse, an environment that resonates with the creative signatures of the architects and designers.

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