

PRADA JOURNAL Inner Landscape

Milan, September 15, 2017 – Prada and Giangiacomo Feltrinelli Editore present the fourth edition of Prada Journal.

This new edition aims to explore contemporary forms of expression developed in social media through a creative digital project. Everyone is invited to submit his or her form of personal expression by applying through the website prada.com/pradajournal

The best contributions will be shared on the Instagram account [@pradajournal](https://www.instagram.com/pradajournal) in order to create an interesting new and experimental virtual platform.

The Prada Journal eyewear collection, created in collaboration with Luxottica, becomes once again the key tool to explore emotional geographies and express the bond between one's inner world and reality and to re-elaborate it through images and written word.

Optical frames are a privileged channel and a window to our inner universe, simultaneously producing a plural, collective reflection.

Within a stream of digital consciousness, the contribution of artists and creative talents such as Todd Hido, Davide Monteleone, Cleo Wade, Mimi Xu and Margaret Zhang becomes the integral part of a story to which everyone can build on, day by day.

The contest opens today, September 15, and ends December 15.

All information is available at prada.com/pradajournal

Prada

Prada is one of the world's leading brands in the luxury sector where it operates in the production and distribution of luxury handbags, leather goods, footwear, apparel and accessories. The brand also operates, under licensing agreements, in the eyewear and fragrance sectors. Prada, together with Miu Miu, Church's, Car Shoe and Marchesi 1824, is part of the PRADA Group, which products are sold in 70 countries worldwide through a network that included 613 directly operated stores (DOS) as at July 31st, 2017 and a select network of luxury department stores, independent retailers and franchise stores.

Giangiaco Feltrinelli Editore

Giangiaco Feltrinelli Editore, established in 1955, is one of the leading independent publishing houses in Italy, with a historical catalogue of over 8,000 titles and 270 new publications per year. Both with its existing catalogue and in its new editoria/ choices, the publishing house confirms its political and cultural heritage, its commitment to innovation and experimentation, together with an openness to new publishing challenges.

Feltrinelli is proud of having discovered for the Italian market some of the most significant authors and books on the international scene, including Nobel laureates Nadine Gordimer, Imre Kértesz, José Saramago, Doris Lessing, Herta Müller, Bob Dylan and Muhammad Yunus. Italian authors include Roberto Saviano, Antonio Tabucchi, Alessandro Baricco, Erri De Luca, Stefano Benni, Maurizio Maggiani, Chiara Gamberale, Cristina Comencini, Simonetta Agnello Hornby for fiction. In non fiction, Umberto Galimberti, Enrico Deaglio, Massimo Recalcati, Eugenio Borgna, Federico Rampini, Emiliano Fittipaldi, Gian Antonio Stella and Sergio Rizzo. Besides its traditional non fiction and fiction lists, and the paperback fine Universale Economica, the publishing house has enriched its production by adding children's fiction and a series of home cinema dvds.

Luxottica Group S.p.A

Luxottica is a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear. Its portfolio includes proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples and Alain Mikli, as well as licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, Coach, Dolce&Gabbana, Ferrari, Michael Kors, Prada, Ralph Lauren, Tiffany & Co., Valentino and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of approximately 9,000 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO and Óticas Carol in Latin America, Salmoiraghi & Viganò in Italy and Sunglass Hut worldwide. In 2016, with more than 80,000 employees, Luxottica posted net sales of over Euro 9 billion. Additional information on the Group is available at www.luxottica.com.

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