

# PRADA

## Prada Women's Spring/Summer 2018 Fashion Show Space description

**W4W**

In June, the Prada Spring/Summer 2018 Men's show space – designed by AMO and 2x4 – featured new designs in overlapping graphic panels both on the runway and via social media channels (“a story within a story within a story”). On September 21, 2017, the Spring/Summer 2018 Women's show takes on the same space, only now immersed in depictions of women drawn by women. For the new graphic elements, Prada worked with eight visionary artists, spanning the generational spectrum, each of whom has illustrated women in a uniquely empowering way – Brigid Elva, Joëlle Jones, Stellar Leuna, Giuliana Maldini, Natsume Ono, Emma Ríos, Trina Robbins and Fiona Staples – and with the archive of Tarpé Mills, creator of the first female action hero. Within this diversified space, drawn lines expand, meeting contemporary with classic comic design and collaging blatant activism with more understated subversion that test fixed categories. Women's fashion inherently tries to evaluate the depiction of femininity and feminism, looking outside itself to tell its own story. This new narrative works to find intersections between existing arcs, and to offer new possibilities and visions. As always, the show will be broadcast live on [prada.com](http://prada.com) and on InstagramLive, and so continue the interlocking stories played out on screens around the world.

Credits: Concept and design, 2x4 New York City

*For further information:*

*Prada Press Office*

*Tel. +39.02.541921*

*e-mail: [ufficio.stampa@prada.com](mailto:ufficio.stampa@prada.com)*