

PRADA INVITES - SPRING/SUMMER 2019
Unique pieces designed by Cini Boeri, Elizabeth Diller and Kazuyo Sejima
On sale at selected Prada stores

Milan, March 25, 2019 – Prada Invites is a series of projects in collaboration with outstanding creative minds revolving around the universe of nylon, the brand’s utilitarian fabric which upended conventions of luxury and became a foundational material of Prada today. The notion of Prada Invites encompasses an examination of the intersectionality of design, exploring unexpected conversations between different disciplines.

Prada Invites – Spring/Summer 2019 refines and develops the idea of creative conversation: a varied group of leading female architects with distinct and individual design identities, Cini Boeri, Elizabeth Diller and Kazuyo Sejima, is united through their experiences as women. Here, they are unified again, by reacting to the brief of creating an item of clothing or accessory for women - other women, maybe themselves. Their reactions are profoundly different: Cini Boeri created a bag that can be expanded or reduced according to need, useful and appropriate, in any situation; Kazuyo Sejima designed a long bag called ‘daln’ and a curved one renamed ‘yooo’ – both playful and versatile; Elizabeth Diller conceived ‘The Yoke’ bag and ‘The Envelope’ garment bag with the idea of multiple functions.

Created by women, for women, this new chapter expounds and expands Prada’s ongoing fascination with multifaceted representations of contemporary femininity, as perceived by a multitude of female viewpoints. Here, that philosophy is expressed not only through the items themselves, but through the actual design process itself.

Prada Invites pieces are on sale with different drops from end of March ‘till beginning of May, at selected Prada stores, such as Hong Kong Alexandra House, Paris Av. Montaigne, Beijing SKP mall, Milan Galleria Vittorio Emanuele II (woman shop), Tokyo Aoyama Epicenter, London Old Bold Street, Berlin Kurfurstendamm, Los Angeles Beverly Hills Epicenter and New York Broadway Epicenter.

An in-store dedicated set up will reveal not only the items themselves, but the different aspects and approaches of the three architects through a series of short films. The main themes include their environment and works, their cities, their personalities, their inspirations and the design process.

Prada Invites welcome you on Prada social media as well as on prada.com to experience the thought-processes and visions of some of the most exciting female voices in twenty-first century design.

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