

PRESS RELEASE

The fashion training program promoted by Prada Group and UNFPA in Mexico continues

The project “Fashion Expressions: The Stories She Wears” supports the artisans of Querétaro with a new phase of the fashion training program aimed at promoting sexual and reproductive health in the region.

An innovative mentoring model among participants characterizes the new cycle

Milan, New York and Querétaro, 7 March 2025 – Ahead of the International Women's Day, Prada Group and UNFPA, the United Nations sexual and reproductive health agency, announce the third edition of the “Fashion Expressions: The Stories She Wears” program. After the initiative launched in Mexico in 2023, following on from the Ghana and Kenya edition in 2022, the project now enters a new stage of development.

The 2025 edition once again places fashion at the center of empowerment to cultivate women's talent, advocate for the prevention of gender-based violence, ensure access to sexual and reproductive health, and contribute to the well-being of local communities, fostering the professional growth and economic independence of participants.

The program will engage 46 artisans from Querétaro: 26 of whom completed the training last year and will continue with advanced sessions, alongside a new group of 20 young women, aged 25 to 28, with embroidery and craftsmanship experience, nominated by the previous cohort of artisans from their communities. The first group of artisans from the previous cohort will take on the role of mentors, focusing on the exchange of knowledge and strengthening a supportive network of women within their communities.

The program, which will be running from April 2025 to February 2026, will be divided into two phases, both with a peer-to-peer learning approach. The first six months of the project will be dedicated to developing and enhancing the women's technical and creative skills, followed by a series of practical sessions with industry experts, including the creation of a fashion collection. The group will explore various aspects of the creative process, such as design techniques and fashion production, focusing on practices that preserve traditional crafts and embrace sustainable techniques, encouraging the artisans to explore innovative ways to repurpose materials and minimize waste. The program will also include modules on business development and financial literacy, equipping the participants with skills to effectively manage their own businesses.

The mentoring and leadership aspects will allow the artisans to play an active role and contribute to their training process, collaborating to enhance their skills, and fostering shared knowledge and wisdom with the next generation of artisans in their community. The training program will culminate with lessons on gender equality and human rights, providing information and education on the prevention of gender-based violence, information on access to counselling and support services and education around their overall sexual and reproductive rights and health integrating different dimensions of women's health and human rights.

Thanks to Prada Group's presence in Mexico, the 2025 edition will introduce for the first time employee engagement opportunities, encouraging direct exchanges and learning between the Group employees and the participants.

Mariarosa Cutillo, UNFPA Private Sector and Civil Society Branch Chief, said: *“Women are the backbone of the fashion and garment industry. The Fashion Expressions program, a collaboration between UNFPA and the Prada Group, acknowledges this vital role and strives to enhance economic opportunities for women artisans. In addition, it teaches them about their sexual and reproductive health and rights, empowering them to achieve greater economic independence and their overall health, safety and wellbeing.”*

Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility, commented: *“We are honored to partner with UNFPA for the third consecutive year to bring this cultural program to life, where fashion serves as a vehicle for hope, independence, and empowerment – both for individuals and their communities.”*

In addition to highlighting and celebrating the cultural heritage and professional skills of the women of Querétaro, “Fashion Expressions: The Stories She Wears” provides the artisans with an opportunity to leverage creativity as a means of self-expression, acquiring new perspectives and greater awareness of agency. The impact is evident in the testimonials from past participants.

Laura Hernandez, 60 years old, despite never having learned to read or write, found a form of communication in craftsmanship that allows her to express fully herself: *“When I am with my crafts, I don't think about the fact that I can't read”*. **Maribel Prisciliano Julian**, 36 years old, after having experienced domestic violence, now looks to the future with determination: *“More than anything, I want my story to serve as an example”*. The experiences of Laura, Maribel, and many others weave together in a collective narrative that reflects the challenges of a rapidly growing Mexico, still marked by inequalities that especially affect women, who are committed to defending their rights. The project not only offers professional training but also creates a space for recognition, self-determination, and change, transforming talent into a tool for empowerment.

Prada Group

The Prada Group is socially engaged to contribute to the sustainable development of the communities and stimulate the cultural debate in all its forms of expression. The Group partners with recognized players and international entities to develop educational and training programs, value talent, support scientific research, foster women's empowerment, and promote local culture and artistic heritage. The Prada Group operates in the luxury sector through the Prada, Miu Miu, Church's, Car Shoe, Marchesi 1824 and Luna Rossa brands.

UNFPA

UNFPA is the United Nations sexual and reproductive health agency. UNFPA's mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person potential is fulfilled. UNFPA calls for the realization of reproductive rights for all and supports access to a wide range of sexual and reproductive health services, including voluntary family planning, quality maternal health care and comprehensive sexuality education.

PRADA Group



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