



CASE STUDY: PRADA The reigning master of elegant sportswear, Miuccia Prada has kept the label relevant through her dedication to consistency and maintaining a solid brand universe.

In 1913, brothers Mario and Martino Prada opened a small store in Milan, Fratelli Prada, selling leather accessories of their own production as well as imported English steamer trunks and handbags. From the start, the company built a solid reputation and association with quality and elegance. Before Mario's death in 1958, he had looked to his son to take the reins of the business, but the younger Prada had no interest in joining the family enterprise. So, despite her father's conservative views about women in business, it was Mario's daughter, Luisa Prada, who ended up taking the helm of Fratelli Prada.

Over the next 20 years, Luisa spread Prada's business beyond Europe, making the brand's products available on other continents. In 1978, Luisa's 29-year-old daughter, Miuccia, inherited the business, ushering in a new era for the company. Miuccia Prada enriched the brand with fresh products and ideas while staying true to its original direction, incorporating nylon fabrics into the production of totes and backpacks. In 1985, Prada introduced a new range of minimalist handbags made of black parachute fabric with the subtle metallic Prada seal, and they became an instant status symbol.

"I want always to mix the industrial way of doing things with the patrimonio of the past, with the artisanal tradition," she said in a 1990 interview with the New Yorker. In 1988, the brand created its first-ever women's ready-to-wear collection, making a revolutionary statement against the clean lines and monochrome trends of the period with aggressive sexuality and vivid color blocking.



Opposite: Metro Boomin in a look from Prada's Spring/Summer 2018 collection, featuring the banded military jacket with "018" patch. **Above:** A technical anorak from Prada Linea Rossa's Spring/Summer 2019 collection.