PRELUDE

This guide shows the core of Prada’s Reflections communication strategy and how it can be translated into an interactive series of events.
INTRODUCTION

Prada’s fashion collections always carry a deeper layer of meaning. They can be seen as an opinion, response or reflection on the bigger picture, whether the collection has to do with zeitgeist, human behaviour or the fashion industry. However, a new generation of customers does not understand Prada’s signature subtle references and sophisticated hints anymore and never gets to this deeper layer. Prada’s current clientèle, on the other hand, longs for a reinterpretation of the intellectual character of the brand.

Prada Reflections aims to make the content and context behind Prada’s collections visible to a broader audience. This guide will provide a clear vision on the subject matters and interpretations of the bi-annual themes.

This book is developed to introduce the communication strategy of Prada Reflections in the direction of three-dimensional events. In line with the brand, these events unveil contextual references but never tell it all. The development of individual opinions and the evolution of discussions is key to the concept.

“Miuccia calls this approach her terza via—a third way—‘not too intellectual, not too popular, but in between.’”

— Inside Miuccia Prada’s Process by Joshua Levine for WSJ
THE CONCEPT
The events of Prada Reflections are catered towards a high-end audience with good taste; a mix of art curators, designers, fashion critics, journalists and other cultural influencers. They have strong personal connections with Prada and can be seen as a diverse group of brand ambassadors. The fashion line of Prada embraces the individuality of each personality with creative, layered designs. Prada Reflections will encourage them to think further and explore the deeper meanings behind the collections.

Inspiration, interpretation and analysis are essential for the Prada Reflections events. The audience doesn’t necessarily attend to get to know Prada better, but for reasons of self-development and adopting new perspectives. Prada Reflections equals personal progression – in various ways. The events address the curious minds, active voices and critical thinkers. That is the audience that is challenged to extend its ideas of fashion into the fields of politics, identity and society.
BI-ANNUAL THEMES
Prada's seasonal collections form the basis of the Prada Reflections themes, as well as the contents of the events. The themes are critical to Prada's on-going development, stimulating for attendees, and relevant to the cultural discourse. The bi-annual subject is developed in cooperation with Miuccia Prada, considering her personal philosophy for each collection. For the inaugural event guide, an analysis of the collection had to be done. Following criteria have been examined:

1. texture
2. colour
3. material
4. setting
5. hair and make-up
6. Miuccia's personal comments

For the first edition of Prada Reflections, the F/W15 show has been chosen to examine. The focus lies on sugar sweet pastel hues that translate into an ironic ode to meta-modern femininity. It offers a powdered idea of desirable artifice rather than the supposed reality. Prada Reflections’ chosen theme of F/W15 has a double take: ‘too good to be true/too true to be good’.

The Prada Reflections’ themes are developed parallel to the collection’s inspirations.

> PRADA F/W15
Prada F/W15 offered a powdered idea of desirable artifice rather than the supposed reality. The theme has a double take: ‘too good to be true/too true to be good’.

> SYNTHETIC FANTASIA
Science-led artifice has increased exponentially. This collection was a culminating comment on the possibilities of 21st century science and where it may lead us.

> BEYOND HUMAN PERFECTION
They could have been Stepford Wives in training with their glossy stares, matte faces and crease-free luminous skin. Perfection looks increasingly set to become reality.

> HYPERREAL
It was the cliché of what women like: colors, bows, and decoration. Fed up with the fakeness of fashion fantasies, Prada created something so unreal it couldn’t have been faker.
### Studio Visits

Studio visits introduce professional artists at work in their studios, speaking directly to their work through a dialogue with the audience. This intimate first-person view into the artistic process cultivates familiarity and appreciation of the intellectual and technical processes of art making.

### Workshops

Visitors can experiment, learn, play, and create as they make connections between their lives, their own creativity and the processes and materials of contemporary fashion. They are taken by the hand by professional curators, artists and creatives that help them study the subject in practice.

### Forums

Conceived as an experimental platform for free-form critical discussions, Prada Reflection’s forums are designed to engage in debates about the perspectives and scope of contemporary fashion with leading artists, curators, and theorists in the field.

### Prada R&D Salons

The Research & Development Salons breed new insights and identify potential projects. These events are a process—a means of acquiring information and concepts, building consensus and support, and discovering potential areas of focus. Both the speakers and the audience are invited to prepare for the topic, and are provided with reading lists and stimuli before each salon.

### Film Screenings

Ranging from old to new independent films, blockbusters and cult classics, Prada shows a broad scope of cinematographic influences around the theme. Evenings can also exist of curated film fragments moderated by film critics.

### Lectures

Prada Reflection lectures present discourses on various topics within fashion and culture, interpreting universal themes relating to the human condition. The lectures go in-depth and always have an academic angle, presented by a professor, scholar or expert in his field.

### Talks

The more accessible talks with artists, scholars and cultural figures devoted to expanding the Prada Reflection theme and broadening perspectives. These talks give the theme a new and unexpected angle and are multi- or cross-disciplinary.

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**EVENT FORMATS**

For Prada Reflections, the themes will be translated into multiple event formats according to the concept’s values:

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**Innovation/Inspiration**

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**Ambiguity/ Interpretation**

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SPEAKERS AND SCREENINGS
Prada’s extensive network of relations in the art scene, film world and cultural industry support a broad and deep scope of possible subjects for Prada Reflections’ events.

Cinematographers Roman Polanski and Wes Anderson, abstract artist Martino Gamper, architect Rem Koolhaas/AMO, virtual designer James Lima and film director Ridley Scott are some of the cultural connections Prada has collaborated with before. For Prada Reflections, the focus will be on writers, professors, artists, analysts and other commentators that provide a fresh perspective on the theme.
LOCATIONS
Prada Reflections is hosted in Milan, Paris, London, Seoul, Shanghai, Tokyo, New York City and Los Angeles. Depending on the format of the event, the location can be an artist studio, gallery, cinema, museum, exhibition or event hall. The location is carefully chosen based on the exclusivity and topic of the event.

Criteria:
1. The choice of cities is based on number of sales, popularity of Prada amongst the population and possibilities for growth of brand loyalty.
2. The location should be unique, inspiring and artful.
3. If a Prada Epicenter is located in the city, it can be used for Prada Reflections events.
4. The location should be big enough to host at least 35 persons.
5. Locations can change each season, depending on the bi-annual theme and the sources of inspiration for that theme.
Possible locations for lectures, exhibition tours, talks, film screenings and studio visits across the Prada Reflections cities.

> NEW YORK

> MILAN

> SEOUL

> LONDON

> TOKYO

> PARIS

> SHANGHAI

> LOS ANGELES