



PRADA

EYEWEAR

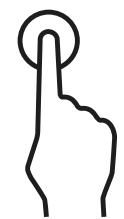
THE BRAND

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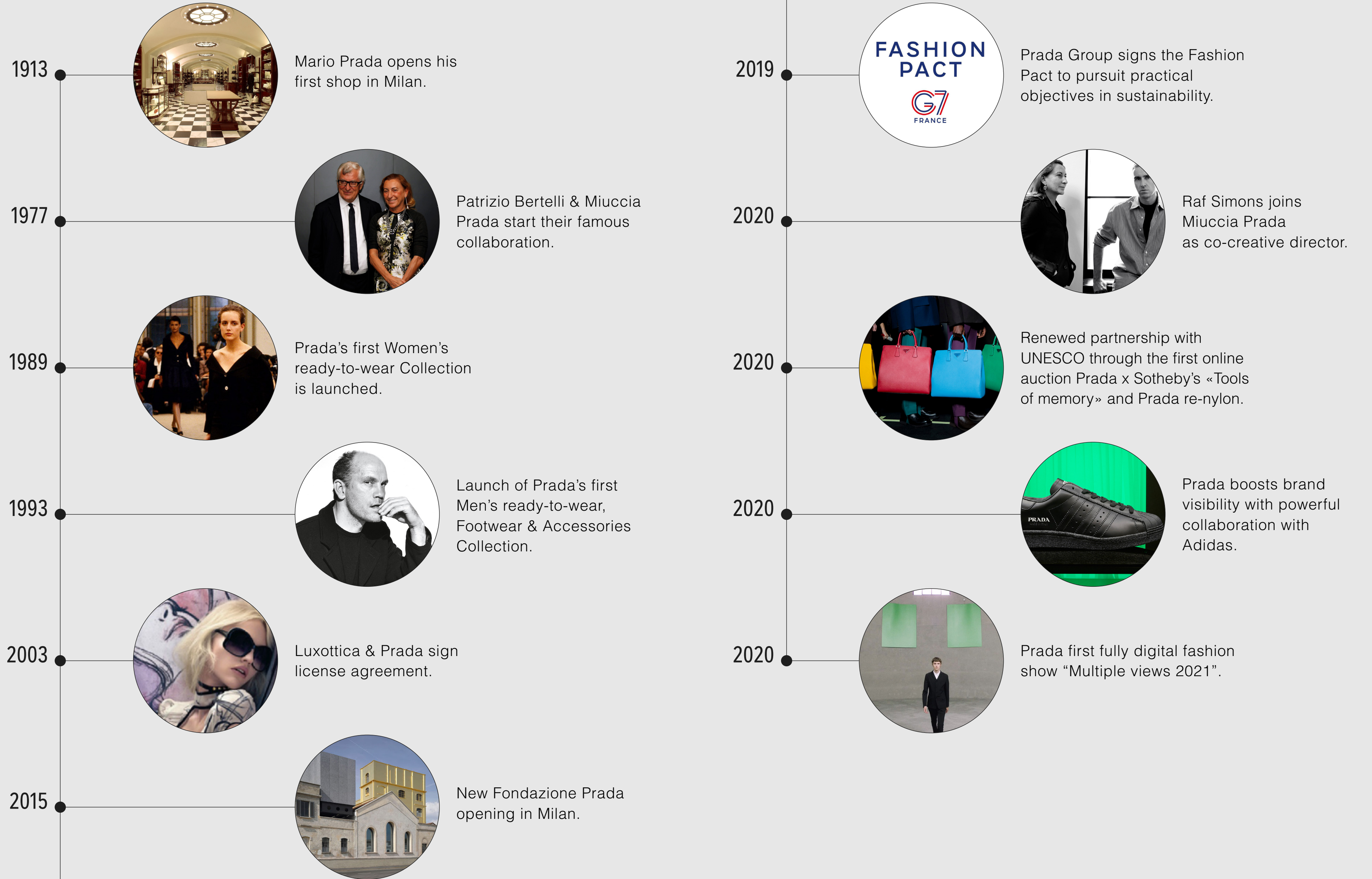
CATWALK SPECIAL PROJECTS
PRADA EYEWEAR CATWALK
PRADA EYEWEAR HERITAGE & CONCEPTUAL



INTERACTIVE INDEX

DID YOU KNOW?

TIMELINE



BRAND CHARACTER



Tradition is kept alive through re-invention and innovation, strengthening the digital focus of the brand.



The best of Italian culture with unmistakable style, sophisticated elegance and uncompromising quality achieved also through a niche of local excellence.



Creativity as the essence of fashion and its meaning from a cultural, social and industrial point of view.



Every idea embodies a thought, a culture and an experience which represent the brand's heritage.

EYEWEAR SEGMENTATION

ABSOLUTE

PR 54WS

PR 50YV



FOR AN AVANTGARDE CONSUMER WHO WANTS EXCLUSIVITY & TO SHOW OFF

CATWALK



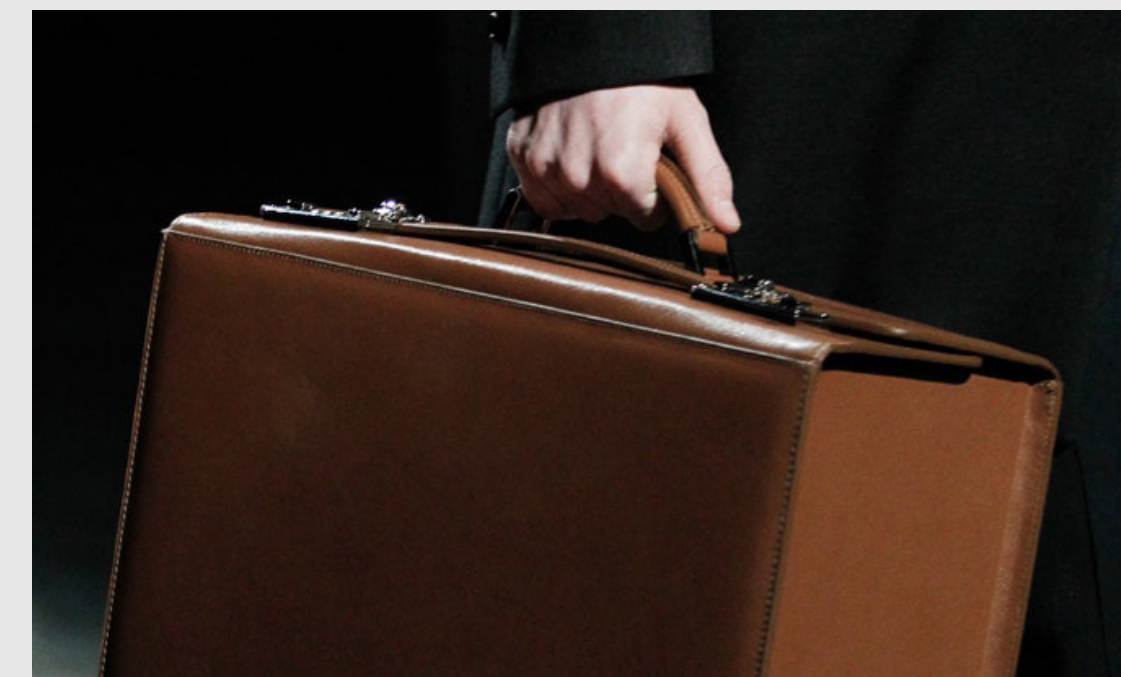
PR 17WS



PR 60WS



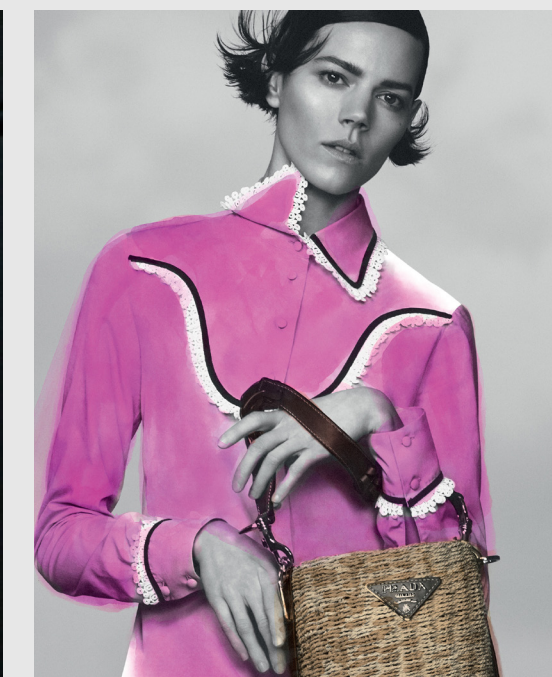
CONCEPTUAL



PR 11WV



HERITAGE



PR 14WS



PR 51WS



FASHION LOVERS ALWAYS LOOKING FOR ULTIMATE RUNWAY PIECES

SOPHISTICATED CONSUMERS LOOKING FOR INNOVATIVE & CONCEPTUAL PRODUCT

UNDERSTATED CONSUMERS LOOKING FOR AN ICONIC PRODUCT

ICONIC THEMES

CATWALK SPECIAL PROJECTS

2008



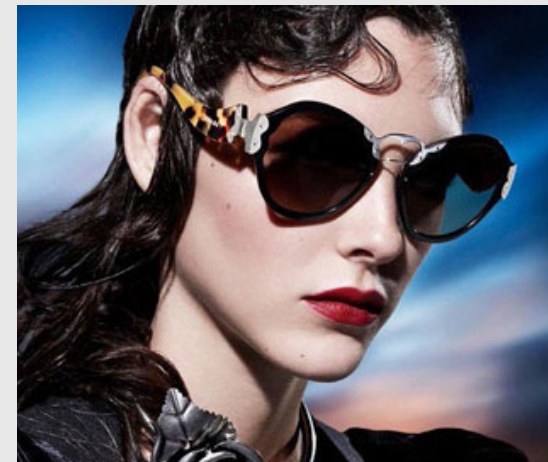
BAROQUE

PR 27NS



SOFT POP

PR 06SS



WANDERER

PR 09TS



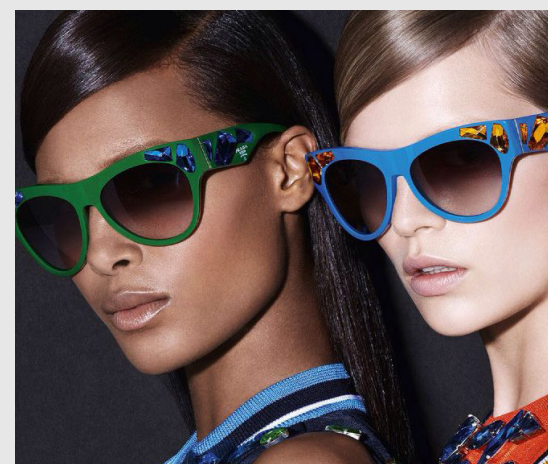
ULTRAVOX

PR 64US



SCULTOREO

PR 17WS



VOICE

PR 22QS



MOD

PR 59SS



HIDE

PR 16TS



NON CONFORMIST

PR 01US



TUBOLARE

PR 04WS



2021

ABSOLUTE

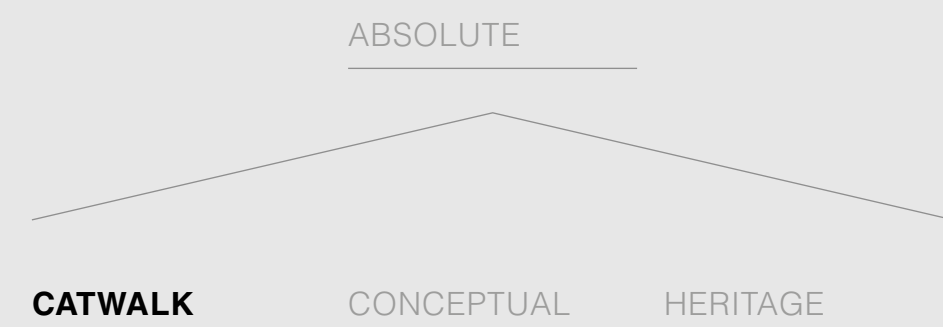
CATWALK

CONCEPTUAL

HERITAGE

ICONIC THEMES

PRADA EYEWEAR CATWALK



SCULTOREO



Bold acetate styles featuring distinctive multifaceted construction directly from the catwalk and volumetric temples, recreating a game of triangular shapes.

PR 17WS



TUBOLARE



The evolution of the SS20 special project showcases iconic spheric designs detailed with a high-profile metal plaque with laser engraved logo.

PR 04WS



CINÉMA



Prada evolves once again the best-selling cinema collection by creating 3 innovative shapes in soft colors with a sophisticated mixed materials construction.

PR 58WS



COLORBLOCK



The playful color combinations of the lenses profiles and a low lenses design define a super trendy accessory.

PR 57WS



ICONIC THEMES

PRADA EYEWEAR HERITAGE & CONCEPTUAL

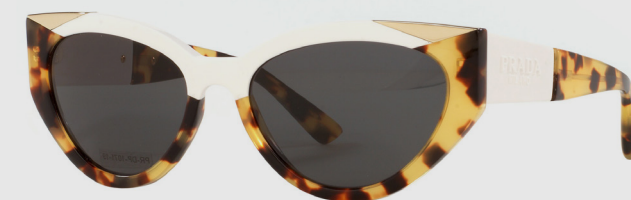


MONOCHROME / HERITAGE

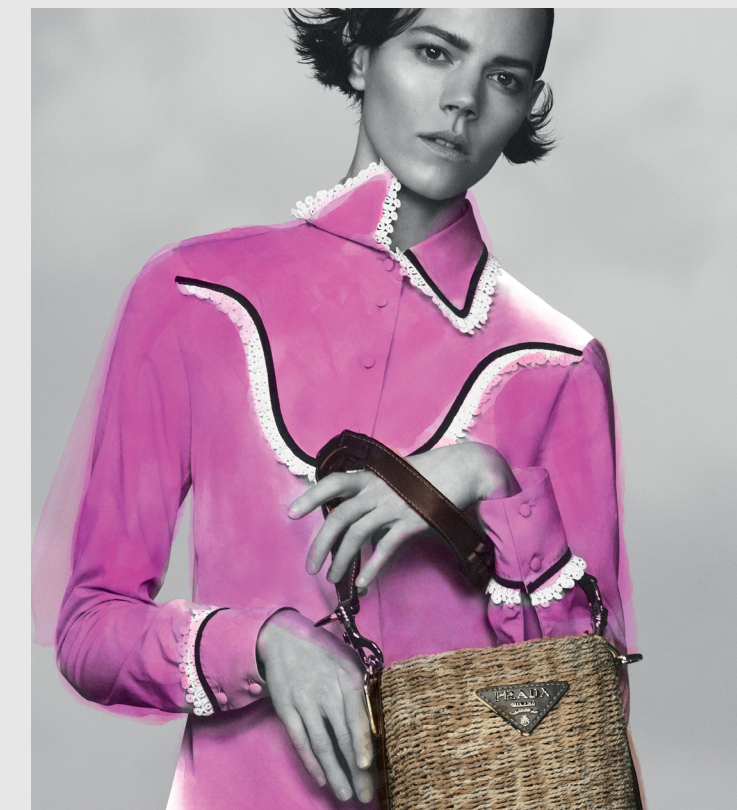


The evolution of the monochrome story collection showcases 2 elegant shapes reflecting the synergy with the handbag leather collection.

PR 03WS



PAINTED IN PRADA / HERITAGE



A game of transparencies and colorful shades define 4 shapes with an innovative “temple inside the temple” design.

PR 14WS



PRADA ARROW / HERITAGE



Four classic shapes explore Prada conceptual design through refined metal detailing and thin profiles.

PR 18WS



BOLD ACETATE / CONCEPTUAL



Classic shapes come up to date with a refined new geometric temple with lettering logo.

PR 11WV





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