

# PRADA



Design a Brand Moment Event Assignment  
LXMT 730  
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Prof. Roop Virk





Miuccia Prada, Mario's granddaughter, takes control of the company

**-1913-**

**Miuccia Prada Takes Over**



**The Beginning**

Mario Prada and his brother Martino Prada establish Fratelli Prada in Milan, Italy



**-1978-**

**-1984-**



**Prada Nylon Backpack**

The launch of the black nylon backpack made from Pocono nylon revolutionizes luxury fashion

Prada opens flagship stores worldwide, including New York, London, and Paris

**Global Expansion**



**-1996-**

**-2000s-**



**Prada in Pop Culture & Art**

Prada collaborates with artists, architects, and filmmakers, reinforcing its influence in culture and design

Raf Simons is appointed co-creative director alongside Miuccia Prada.

**Raf Simons Joins Prada**



**-2021-**

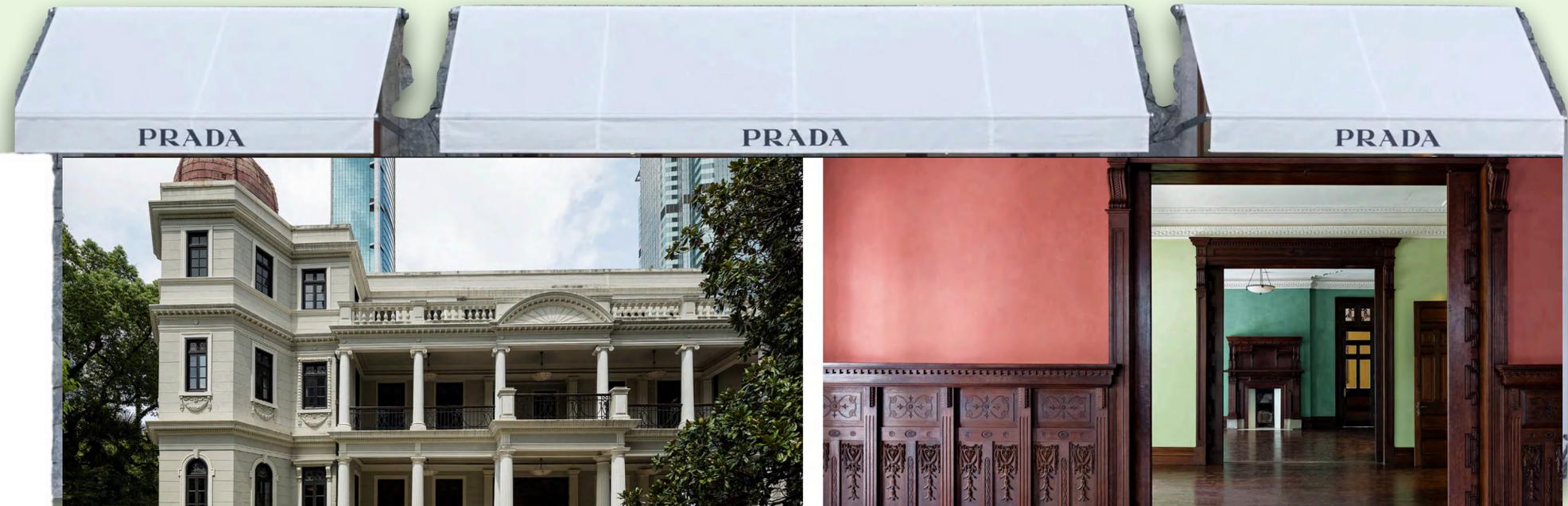
**PRADA**

# BRAND DNA



## Main purpose

**"Architecture has always been a source of inspiration for Prada.** The analysis of practical, commercial and historic implications of buildings has always had a crucial role in the development of Prada's activity, through a profound commitment to contemporary architectural experimentation projects and rigorous historic preservation.



# PRADA

# EVENT PROPOSAL



## OVERVIEW

**Theme:** "Timeless Avant-Garde" – A Journey Through Prada's Past, Present, and Future

**Concept:** An immersive brand storytelling experience that blends Prada's heritage, craftsmanship, and innovation. The event transforms Shanghai Rong Zhai into a multi-sensory Prada universe, with interactive installations, fashion showcases, and digital experiences.

**Hook:** Guests experience Prada's DNA through a curated journey—from its historic craftsmanship to its technological and sustainable future.



# PRADA

**EVENT PROPOSAL**

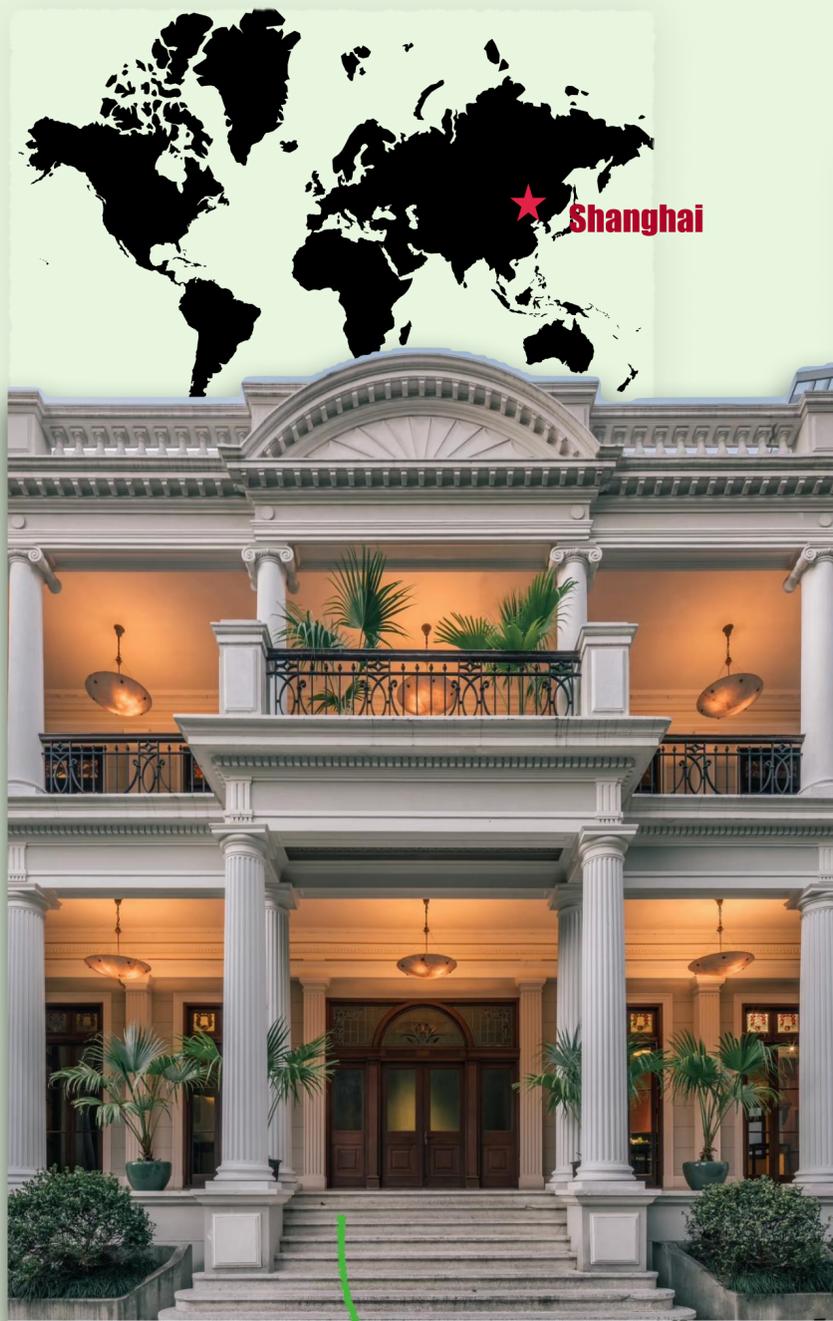


**PRADA**

# EVENT PROPOSAL



flank



Front gate



Shanghai

## Prada Rong Zhai



**Location:** Shanghai, China

**History:** A Historic Gem Revived by Prada

Built in the early 20th century, Rong Zhai was originally owned by a German merchant before being bought in 1918 by Rong Zongjing, a wealthy Chinese businessman. It served as his private mansion and witnessed Shanghai's transformation over the years.

After falling into disrepair, Prada restored Rong Zhai over six years, reopening it in 2017 as a cultural and artistic hub. Today, it hosts fashion events, exhibitions, and collaborations, blending history with modern luxury.

# PRADA

# EVENT PROPOSAL



Banquet hall

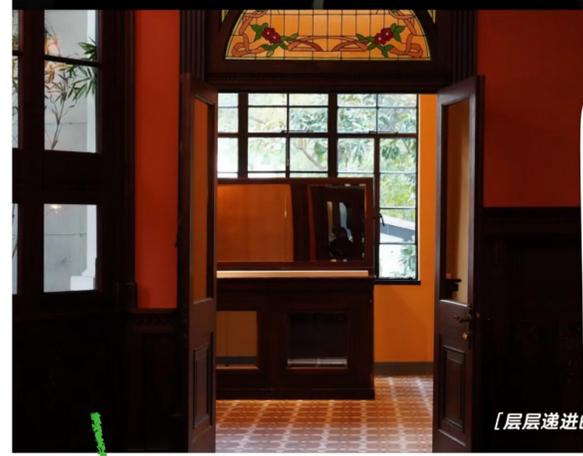


Brilliant ceiling

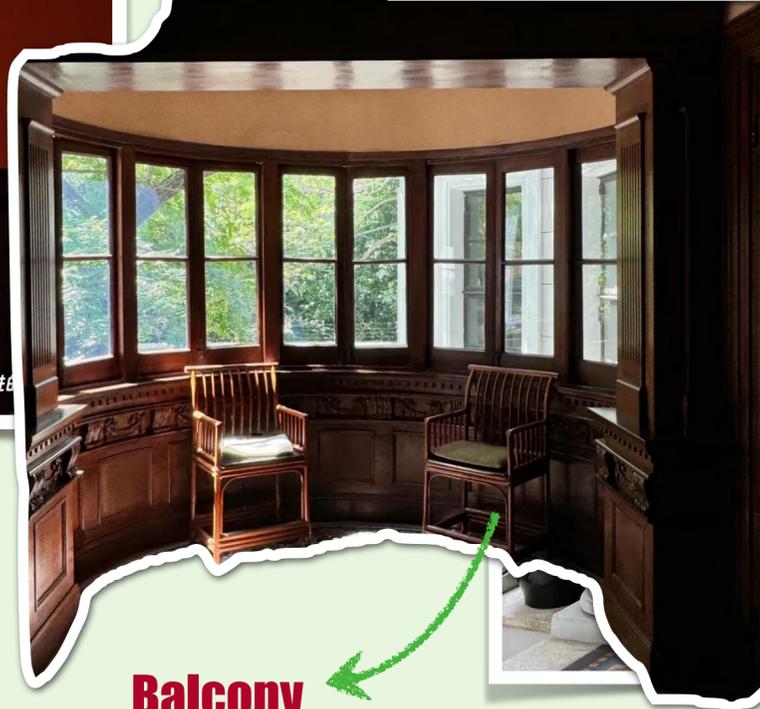


Detail

## Rong Zhai Interior Details



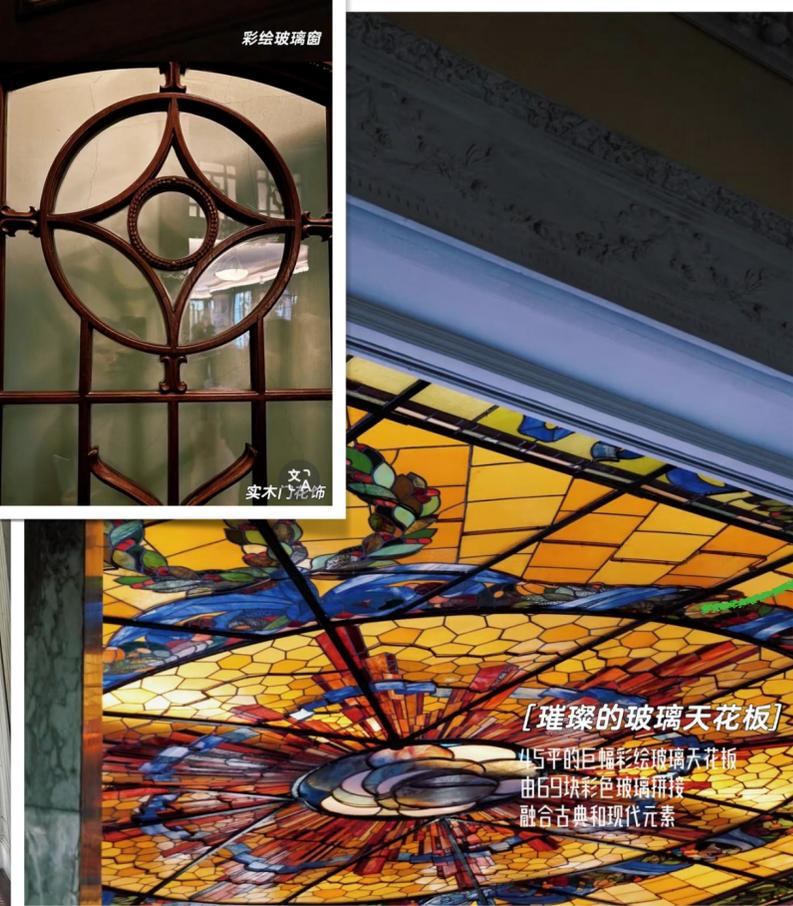
Space



Balcony



Outer space



Brilliant glass

# PRADA

# EVENT PROPOSAL



## Details

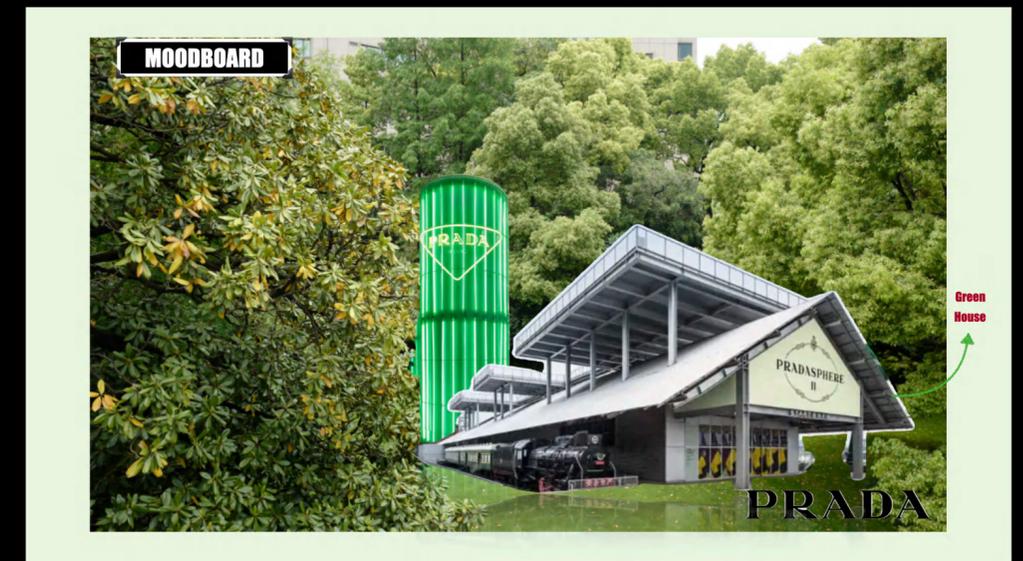
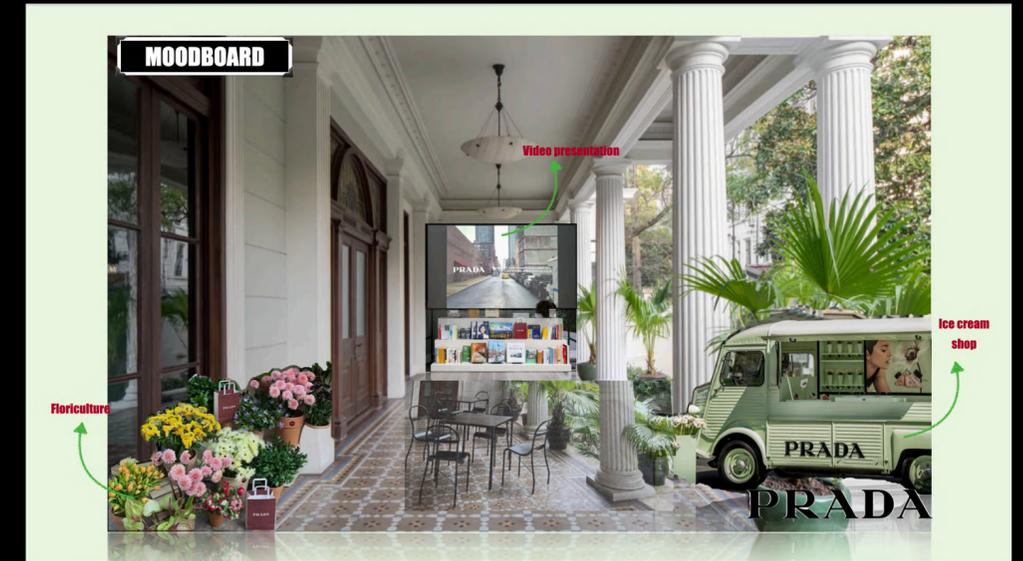
**Venue Choice:** Shanghai Rong Zhai, a luxurious space that merges classic elegance with contemporary refinement, mirrors Prada's ethos of blending tradition and innovation.

**Date:** 2026 Shanghai Fashion Week



# PRADA

# MOODBOARD



Celebrating Prada's **heritage, craftsmanship, and iconic designs**

Showcasing current **collections, technology, and cultural influence**

A glimpse into Prada's next era—**sustainability, digital fashion, and beyond**

# MOODBOARD

Prada Couture counter

Prada designers demonstrate craftsmanship



# PRADA

# MOODBOARD



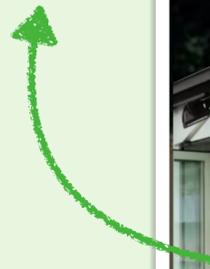
Antique products  
show

A display of medieval  
clothing

# PRADA

# MOODBOARD

Perfume studio



Snack drink



Dessert shop



floriculture



# PRADA

**MOODBOARD**



**PRADA**

# MOODBOARD

Video presentation



Ice cream shop



# PRADA

Floriculture



**MOODBOARD**



**Green House**



**PRADA**

# EVENT PROPOSAL

## TARGET CUSTOMER



**VIP clients and Prada's top clients.**

## Major customers



**Brand Ambassador and global celebrity**



**Luxury fashion Editor (Vogue, Harper's Bazaar, Business of Fashion) .**



**Cultural influencers and figures in the arts.**

## Secondary customer



**General visitors (Online booking)**

# PRADA

# EVENT PROPOSAL

## COLLABORATIONS



**Desert & Marchesi**



**Ice cream & Venchi**



**Florist & Dr. Lisa Cooper**



**Wine & Chateau d'Yquem**



**Chocolate & La Maison Du Chocolat**



**Dinner Party & EHB**

# EVENT PROPOSAL

## FOOD & BEVERAGE



interior



Cake Details



Prada Cafe



Dessert counter



Cafe Details



Ice Cream

# PRADA

# EVENT PROPOSAL

## FOOD & BEVERAGE



Bar



Chinese Traditional Afternoon Tea

Fruit



Soda & juice

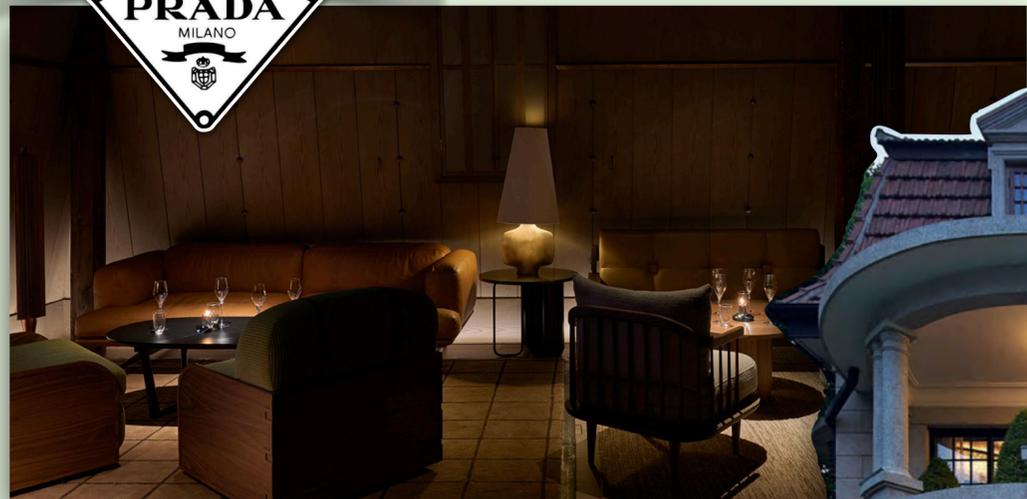
# PRADA

# EVENT PROPOSAL

VIP Dinner Party



EHB



The restaurant is located at No. 11 Dongping Road, Shanghai. The former building was built in 1921 and belongs to the French Renaissance garden residence, which is listed as the fourth batch of excellent historical buildings in Shanghai.

# PRADA

# EVENT PROPOSAL

## INVITATION LETTER



**A booklet with a cover of Rongzhai with a list of events, times, parking, activities and road map for the venue. Everyone can be picked up at the door when they enter**



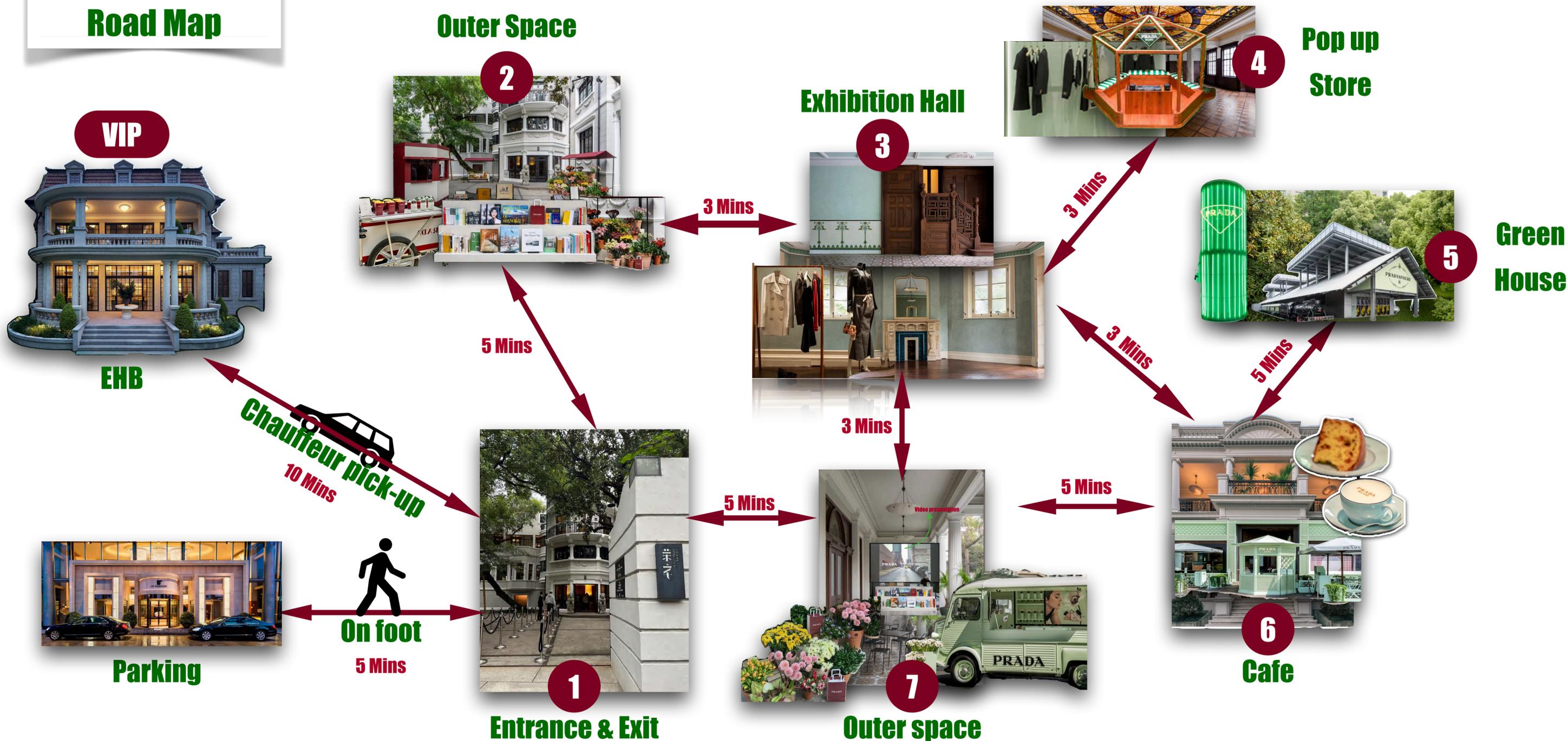
**Prada logo pendant, with magnetic chip, can parking, enter and exit**



# PRADA

# EVENT PROPOSAL

## Road Map



# PRADA

# EVENT PROPOSAL

MAGAZINE



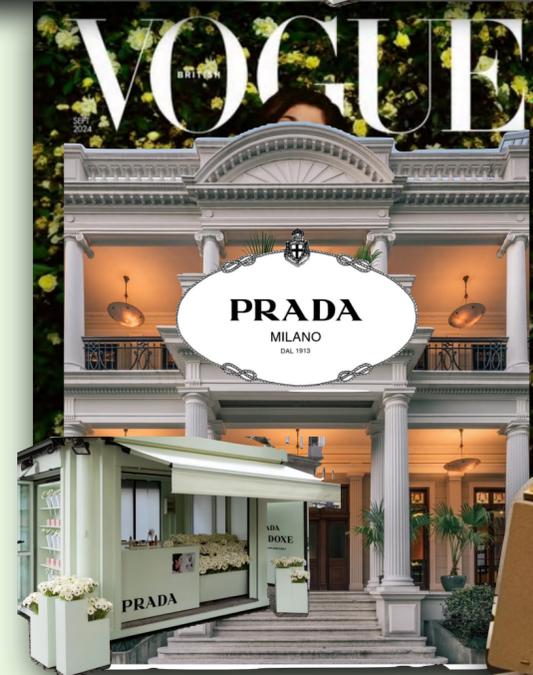
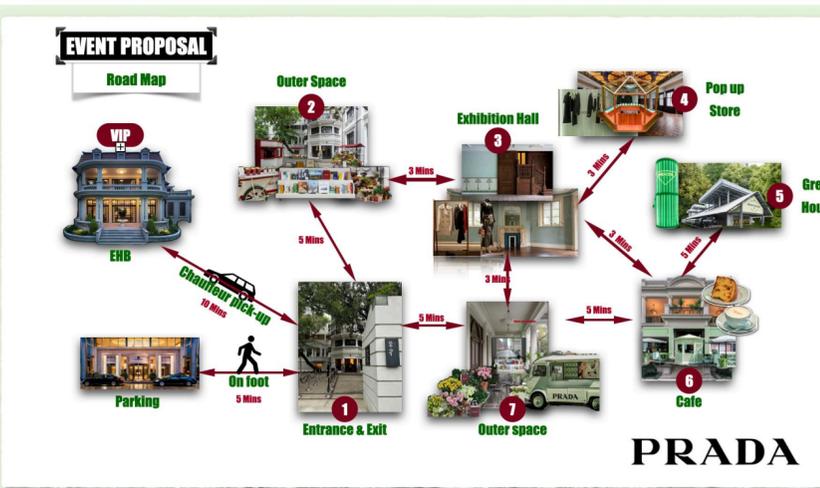
Inside Page

# PRADA

# RONG ZHAI



Outside Page



# PRADA

# EVENT PROPOSAL

## KPI

### Brand Awareness & Media Impact

Measures event visibility through press coverage, social media engagement, influencer reach, and PR value (MIV).

### Guest Experience & Engagement

Tracks attendance, VIP satisfaction, time spent at the event, and interactions with experiential installations.

### Sales & Business Impact

Measures sales growth, demand for exclusive collections, and new customer acquisitions post-event.

### Digital & Social Impact

Evaluates hashtag reach, livestream viewership, and user-generated content shared by attendees.



# EVENT PROPOSAL

## BUDGET



### Public Events

7 Days, 500 Guests per Day

- Temporary Pop-up Shops (Dessert, Perfume, Fashion, Sustainable Exhibit, Antiques Display) **\$1,000,000**
- Craft Shows & Entertainment (Artists Performances, Decorations) **\$500,000**
- Free Refreshments (Fruit Drinks, Ice Cream, Flowers) **\$100,000**
- Venue Costs (Prada RongZhai – Security, Staff, Cleaning) **\$150,000**
- Logistics (Equipment, Setup, Signage, Rentals) **\$50,000**
- Free Parking Arrangements **\$30,000**
- Subtotal **\$1,830,000**

### VIP Dinner Event

100 Influencers at EHB Restaurant, 1 Night

- Venue Rental (EHB Restaurant in Shanghai) **\$52,000**
- Luxury Dining Experience (\$700 per guest x 100) **\$70,000**
- Exclusive Guest Experience (Live Music, VIP Gifts, Premium Tableware, Decor) **\$42,000**
- Subtotal **\$164,000**

### Media Coverage

- Fashion Magazines & Print/Digital Media Ads **\$110,000**
- Social Media Ads & Influencer Collaborations **\$80,000**
- Professional Photography & Videography **\$40,000**
- Press Coverage & PR Team **\$55,000**
- Subtotal **\$285,000**

**Total Estimated Budget: \$2,279,000 USD**

# PRADA

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