

# PRADA

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# CONTENTS



1. **Brand overview**
2. **Marketing Position**
3. **Target Market**
4. **Marketing Campaign**
5. **Theme**
6. **Mood board**
7. **Window Display**
8. **Marketing Calendar**
9. **Prop List and Budget**
10. **References**



**PRADA**

# BRAND OVERVIEW



Prada is a leading luxury fashion brand **founded in 1913** in **Milan** by **Mario Prada**. Known for its **minimalist elegance** and **forward-thinking design**, the brand was **revolutionized** in **1978** by **Miuccia Prada**. She introduced iconic pieces like the black nylon backpack, blending industrial materials with high fashion. Today, Prada stands for innovation, intellect, and artistic expression. With co-creative director Raf Simons joining in 2020, the brand continues to push boundaries in fashion, sustainability, and digital culture, making it a symbol of modern luxury.

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# BRAND TIMELINE

**-1913-**



## The Beginning

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

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

## Miuccia Prada Takes Over



**-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

Prada accelerates its sustainability mission, launches Re-Nylon collections, and deepens digital and metaverse engagements

## Re-Nylon collections



**-2022**

**2024-**

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# PRADA AESTHETIC

Prada's brand aesthetic is **intellectual, minimalist, and subtly subversive**. It blends clean tailoring with unexpected materials like nylon, creating a look that is elegant yet experimental. The brand often plays with contrasts—classic vs. modern, refined vs. raw—reflecting a cool, conceptual style rooted in art and culture.

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# MARKETING POSITION

*Rock Overs*

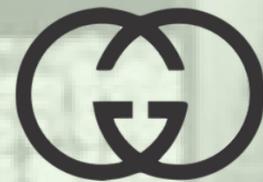
Experimental

PRADA

LOEWE

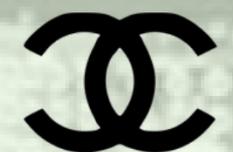
High- End

GUCCI



  
HERMÈS

Ultra- Luxury

  
CHANEL



DIOR

Classic

# TARGET CUSTOMER



## Fashion-Forward Intellectuals

Age: 25-45

- **Lifestyle:** Urban, creative professionals, culturally engaged
- **Values:** Innovation, artistic expression, subtle sophistication
- **Motivation:** They buy Prada not just for style, but for what it represents—intellect, taste, and individuality.



## Affluent Millennials & Gen Z Luxury Shoppers

Age: 18-35

- **Lifestyle:** Digitally savvy, trend-sensitive, socially conscious
- **Values:** Authenticity, brand storytelling, sustainability
- **Motivation:** They are drawn to Prada's Re-Nylon program, digital campaigns, and creative collaborations (like with Raf Simons or Adidas).



## Established Luxury Consumers

Age: 35+

- **Lifestyle:** High-net-worth individuals, loyal to heritage brands
- **Values:** Timeless craftsmanship, prestige, exclusivity
- **Motivation:** Seek Prada for legacy, high quality, and understated luxury.

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# CUSTOMER PERSONA

## Behavioral Traits:

- Chooses Prada for its cerebral and avant-garde appeal
- Engages with fashion houses critically and analytically
- Attends fashion weeks globally; features brands that stand for more than style
- Not trend-driven; favors narrative, heritage, and innovation

## Psychographics:

- Deeply values intellect and journalistic integrity in fashion
- Believes fashion is a cultural and political communicator
- Respects brands with strong artistic identity and thoughtful storytelling
- Engages with global fashion discourse—not just trends



**Vanessa Friedman**

## Fashion-Forward Intellectuals

### Demographics:

- 57 years | Female | New York, USA
- Occupation: Fashion Director and Chief Fashion Critic at The New York Times
  - Education: Princeton University
  - Socioeconomic Status: Upper-middle to high income

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# CUSTOMER PERSONA

## Behavioral Traits:

- Actively collaborates with luxury brands (Tommy Hilfiger, Valentino, Bulgari, Lancôme)
- Makes high-impact fashion choices (e.g., Met Gala, CFDA Awards)
- Embraces digital media and sets trends through social platforms
- Drawn to brands like Prada that blend bold design with strong messaging and artistic control

## Psychographics:

- Values authenticity, youth empowerment, and creativity
- Fashion-forward and expressive, using style to make bold statements
- Socially conscious—engaged in discussions around representation and inclusion
- Inspired by collaborations and innovation in both fashion and media



## Zendaya

## Affluent Millennials & Gen Z Luxury Shoppers

## Demographics:

- 28 years | Female | Los Angeles, USA
- Occupation: Emmy Award-winning actress, producer, fashion icon
  - Income: High (A-list Hollywood earnings)

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# Marketing Plan

## Urban Bloom by Prada

### A Breath of Softness. A Pulse of the Trend.

Rooted in Prada's legacy of reinventing classics with modern sophistication, Urban Bloom captures the duality of brand by merging delicate femininity with the bold futuristic city rhythm. A tribute to the confident woman who balances strength and grace, embodying quiet luxury in the heart of Georgia.

#### Campaign Objectives:

- Increase foot traffic and in-store browsing by capturing customer attention through a visually striking window display
- Promote the Spring/Summer'26 Collection across digital and physical touchpoints
- Drive an 8% increase in purchase behavior by the end of the year
- Reinforce Prada's brand equity by tying the collection to its heritage of minimalism, structure, and intellectual luxury

#### Promotion Strategies-

- Instagram: Daily content rollout of editorial looks, short-form behind-the-scenes clips from the window installation, and styling tips using the collection
- Website: Pop up headline for the SS2026 Collection
- Print Media: Strategic campaign placements in Vogue, Vanity Fair, and Business of Fashion to maintain prestige visibility across fashion, culture, and industry-leading audiences.



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# Collaborations:



**Hunter Schafer** - A long-time Prada ambassador, actress, and artist. Known for her avant-garde aesthetic and artistic activism, Schafer brings a refined, minimal, and progressive presence to the campaign. She perfectly embodies Prada's identity of bold intellect and sophisticated design.



**Karina (of Aespa)** - A futuristic fashion icon and rising global star. With her confident poise and digital-native following, Karina reflects the pulse of modern trend culture. As part of Prada's growing engagement with Gen Z luxury consumers and K-pop influence, she infuses the campaign with freshness and global reach.



**Letitia Wright** - Acclaimed actress and voice for purposeful fashion. Celebrated for her poise, elegance, and strength, Wright adds a graceful depth to the campaign. Her commitment to meaningful storytelling and personal integrity aligns with Prada's pursuit of purposeful luxury.

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# WINDOW THEME

## Urban Bloom: A Breath of Softness. A Pulse of Trend.

Prada SS 2026 invites passersby into a fleeting moment of serenity amid the city's relentless pace. This window installation contrasts the harshness of urban life with the delicate beauty of oversized white flowers crafted from ethereal organza. Set against a minimalist, cement-toned city backdrop, these translucent blooms seem to float – soft, surreal, and dreamlike.

The styling highlights Prada's signature contrast: relaxed silhouettes in subtle pastels, sharp accessories, and clean tailoring. The mood is gentle but confident, offering young luxury consumers a sense of renewal and visual calm. It's an unexpected pause – a reminder that even in a concrete world, nature and softness can still thrive.



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# PRODUCT ASSORTMENT

Clothing

Shoes

Accessories (jewelry, hats, etc.)

Spring and Summer flower

Furniture

Cake and Coffee



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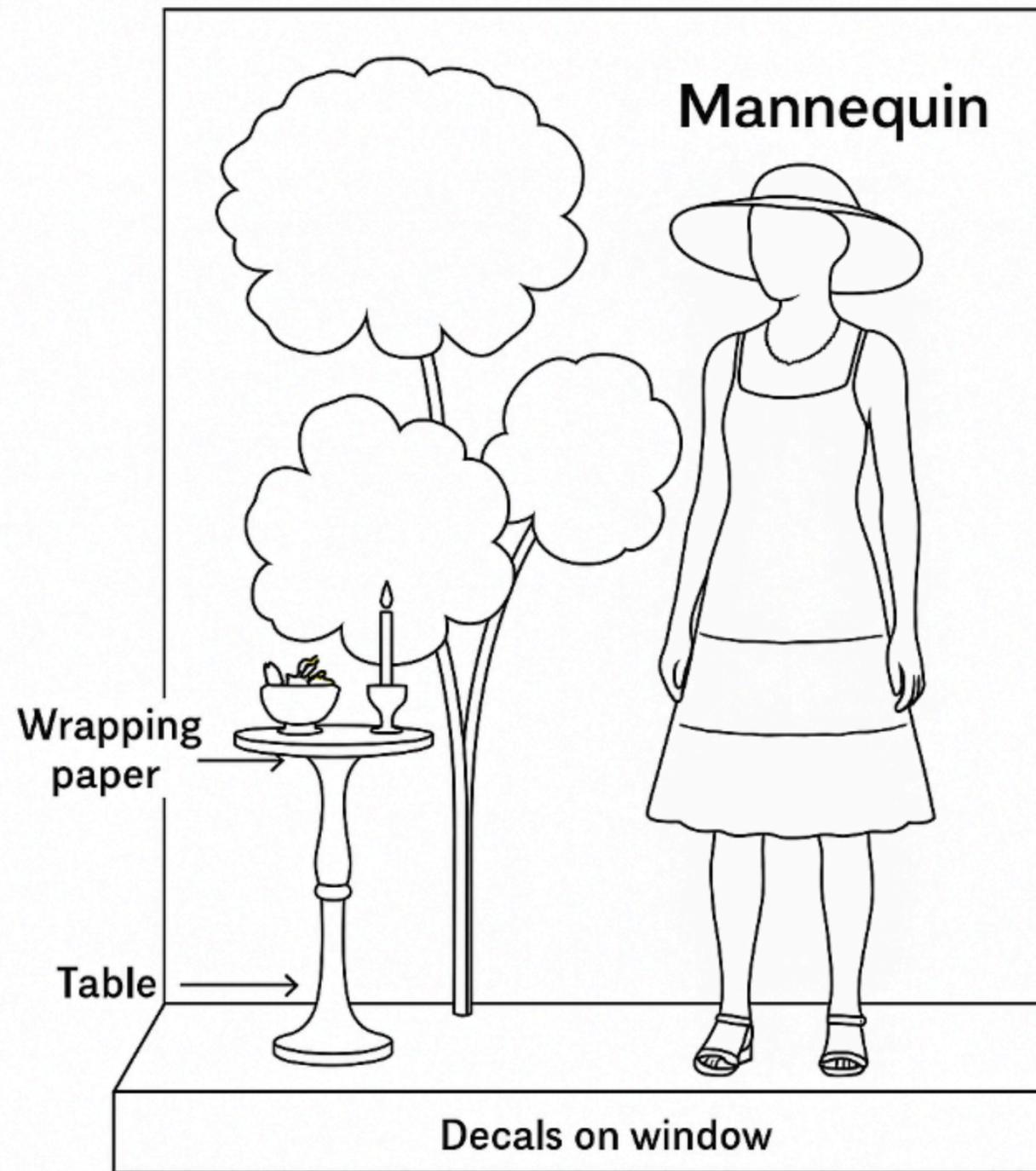
# MOOD BOARD

A soft interruption to the city's rhythm — where mint breezes, organza blossoms, and warm coffee invite a pause.



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# LAYOUT FOR WINDOW



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# FINAL 3D WINDOW MOCK-UP



DRAFT



FINAL WORK

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# FINAL WINDOW MOCK-UP



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# Marketing Calendar:

## MARCH 2026

SUN	MON	TUE	WED	THU	FRI	SAT
1 Teaser Post	2	3	4 Story Post	5	6 Reel	7
8 Story Post	9	10 Post	11	12 Story	13 Post	14
15 Reel	16	17 Story Post	18 Reel	19	20 Story In-store Event Post	21 Post
22	23 Reel Story	24 Post	25	26	27 Post	28
29 Reel Story	30	31				

### Week 1: Tease the Campaign & Window Reveal

March 1- Teaser Post - Campaign Mood Soft-focus reel with ambient music introducing the mood of Urban Bloom. Coming soon. #UrbanBloomPrada"

March 4 -Window Display Reveal Carousel showing Georgia store window dressed in full Urban Bloom styling.

March 6- Behind the Scenes - Styling the Window Static photos of florals, fabrics, and prop setup.

### Week 2: Collection Spotlight & Brand Ambassadors

March 8- International Women's Day Story and Post Tribute carousel post featuring Letitia Wright, Karina, and Hunter Schafer.

March 10- Collection Focus - The Bloom Dress Editorial photo of dress from the collection. And story on March 12.

March 13- Post- Hunter Schafer in the collection.

### Week 3 & 4: Engagement & Experience

March 15- Reel of the BTS shoot for magazine "Vogue" cover.

March 17- Post - Letitia Wright in the collection SS26 and posing near window display.

March 18- Campaign Feature Editorial shot of Karina in structured floral separates. Highlight modern femininity and movement.

March 20- Post and Story for announcement of an In store event.

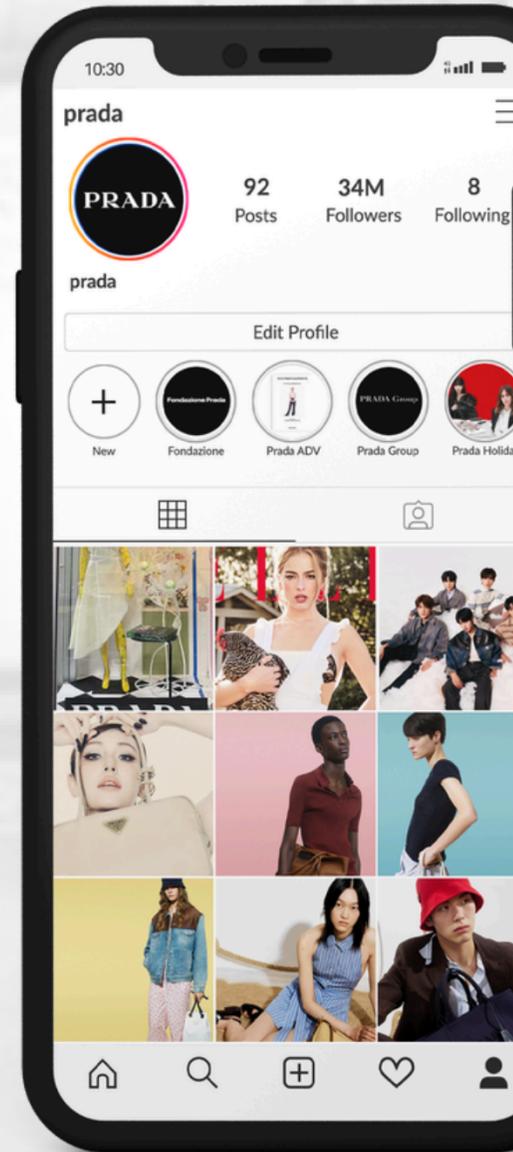
March 21- Carousel post of different shots of Karina in SS26 collection.

March 23 & 24- In-Store Event - Interactive AI mirror Display- Story Coverage Post Stories with real-time updates, ambiance, florals, guest styling, and subtle shopping cues.

March 27- Letitia Wright Quote Post Clean portrait + impactful quote tying it back to campaign values.

March 29- Final Bloom - Recap Reel and story- Short film-style recap of the month including product shots, window details, city overlays, and ambassador visuals.

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# INSTAGRAM MOCK-UP

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Props	TOTAL
Mannequin	\$500- \$1500
Flowers	\$90
Custom Backdrop (Printed and Plain )	\$60-\$100
Flooring (Black and white checkered Pattern)	\$40- \$60
Table	\$400-\$ 600
Coffee cups	\$10
Books	\$15
Pastries/ Cupcakes	\$30
Miscellaneous	\$150

## Prop List And Budget:

TOTAL:\$1,295

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**THANK YOU!!!**