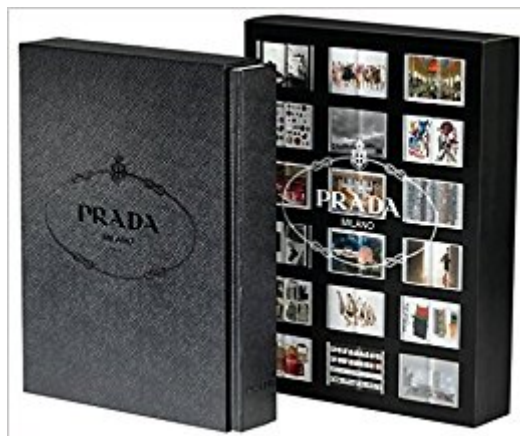


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# Prada



## Synopsis

Prada is the first book that documents three decades of ground-breaking fashion, architecture, film and art – by the Prada company, including the work of the design studio and the workshop; – extensive creative partnerships with photographers, designers, architects and film directors; and large scale architectural commissions, the Fondazione Prada, and the development of a new museum. – Among the many features of this rich innovative book with its thousands of images are – a photo-essay by renowned photographer Brigitte Lacombe, stills taken from short films documenting the craftsmanship of the factory, images of the unique fashion show environments, an overview of all – Miuccia Prada's collections with thumbnail pictures of 3,885 different – looks, – collages of the most influential shoe and bags, photographs of the final product on the runway, celebrated store designs in New York and Los Angeles by Rem Koolhaas/OMA and in Tokyo by Swiss architects Herzog & de Meuron, a film collaboration with director Ridley Scott, Koolhaas's radical – Prada Transformer – pavilion in Seoul, costume designs for a Japanese manga heroine, Prada found on the street and celebrities photographed on the red carpet, and blogs expressing the almost fanatical devotion of lovers of the brand. – Prada both chronicles and epitomizes the achievements of one of the world's most influential and enlightened fashion and design companies.

## Book Information

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## Customer Reviews

Fashion designer Miuccia Prada inherited the Prada company in 1978, and with her husband

entrepreneur. Patrizio Bertelli built it into one of the world's leading and innovative fashion and design companies. Prada brings to her work a deep commitment to the visual and performing arts, a history of political activism on the left, and an openness to new materials and ideas. Michael Rock is a founding partner and creative director of the award-winning design firm 2x4 in New York and Professor of Design at the Yale University School of Art. Sung Joong Kim is a designer at 2x4.

the main reason i bought this book is because it has an archive of past ad campaigns. i've been a long time fan of the brand and the clothes and i think the distinctive and trend setting magazine ads of the late 90's and early 2000's had a huge role in that. i was disappointed to find at most there was only a couple shots included from each campaign, and usually featuring most common pictures which could be easily found the web. like with the ad campaign section, with the rest of the book, i don't think prada fans will find there much new material or special insights here though it might be a pleasant jog down memory lane. it seems the intended audience are more newbies to prada than devoted fans, however i doubt few such people will spend ~\$100 on a book about prada.

My wife has been getting into the fashion industry and she's been looking for good references, she loves the book.

Beautiful, love the sections on their photos, art projects, and fabrics. A great tome for the Prada lover, and anyone who likes to be able to reference previous collections.

Since it was waiting eagerly, I am very glad. There is discovery new whenever it sees. I think that Miuccia Prada is a wonderful designer.

love it!

This book is not only enlightening, but also beautifully illustrated. I would recommend this to anyone with an interests in marketing, fashion, the production process and how to build a brand.

Informative, could have more full size modelling pics

Very impressive, creative and full of innovation. Any one in the fashion industry will greatly enjoy this book. Very pleased with purchase.

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