

PRADA FALL/WINTER 2023 MENSWEAR SHOW

QUOTES BY MIUCCIA PRADA

“We always talk about reality, and we, as designers, are very aware of what is happening, the problems, the difficulties. It is a complicated moment in the world - and we react to it. The most honest thing we can do is to create something useful for people today - to face reality in, and frame the idea of our reality through clothes. We want to create fashion with a significance and a meaning - that is the value of fashion today.”

QUOTES BY RAF SIMONS

“This collection is about archetypal clothing, about taking the recognizable but changing it through silhouette and cut - their form language is transformed. It is also about the DNA of Prada, clothes embedded with fragments of an identity we can recognize as fundamentally Prada. These are unmistakable and significant gestures, towards the heritage and history of the brand, and to the meaning of Prada now.”