

PRADA SPRING/SUMMER 2024 WOMENSWEAR SHOW

QUOTES BY MIUCCIA PRADA

“We did not want to philosophize, to propose stories about clothing. For this collection, we wanted to focus on the work - the methods and techniques, the value. There is a respect for our work as designers, and the act of making clothes. The clothes say everything.”

“Returning to the concrete, physicality and actuality. We tried to make the best out of our work, to make beautiful things, for today. That may sound banal, but it is the truth.”

QUOTES BY RAF SIMONS

“Recognised ideas, techniques and materials are used differently, approached in uncommon ways. Shifting things, pushing things. It’s about evolving the DNA of Prada.”

“Although we usually don’t, for this season we wanted to talk about the craftsmanship - the complexity of work in these clothes. All the embroideries are by hand, and throughout there are ideas and techniques we have studied and developed over a long period. This work is always part of what we do, have always done. We wanted to recognize it here.”