

APPAREL AND ACCESSORIES

## Prada continues its mission to transform digital experiences

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*Prada has a handle on it. Image credit: Prada*

By STAFF REPORTS

Italian fashion label Prada is extending its partnership with software developer Adobe to drive a more analytical approach to its customer experience.

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Prada will tap Adobe's technology for a worldwide network solution for customer experience management for added personalization. The partnership is part of Prada's digital transformation plan that launched two years ago, which focuses on one-to-one relationships with customers.

"With the deployment of Adobe Analytics Cloud and Adobe Marketing Cloud, we're expanding our collaboration with this strategic partner in order to maximize the value of Adobe's technological solutions, which will be progressively adopted to back up the entire group's marketing and communications activities," said Lorenzo Bertelli, head of marketing and communication at Prada Group, in a statement. "It's undeniable that the volume of data collected each year is growing exponentially, which generates a very high level of complexity.

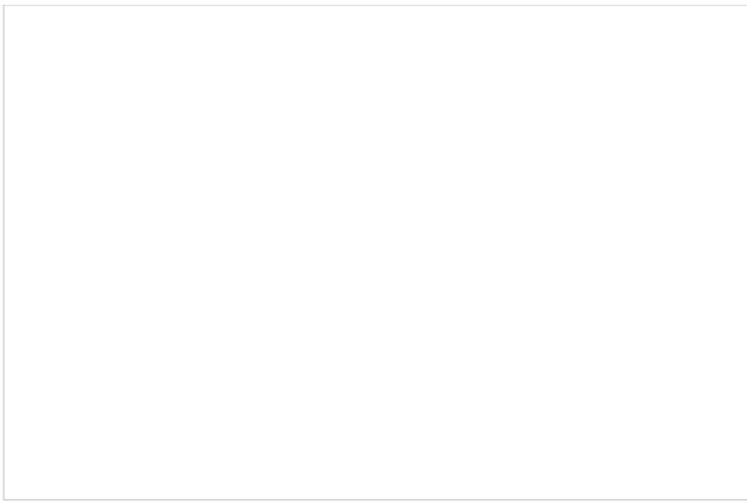
"It's now crucial to dominate Big Data and, thanks to Adobe Sensei, combined with the professionalism of the team dedicated to this activity, we will reach the goal to improve relations with our consumers and offer solutions that are increasingly personalized and in line with their needs," he said.

Prada's digital prowess

The fashion label will analyze a variety of data in regards to brand and consumer interactions, including Prada's online platforms, social media accounts and bricks-and-mortar footprint. Adobe's Analytics Cloud and Marketing Cloud, part of Adobe Experience Cloud, will be responsible for analyzing the data.

In addition, Prada will produce digital content through the Adobe Experience Manager, which includes Adobe Analytics, Adobe Audience Manager and Data Management Platform. To complete targeted contact actions, Prada will have access to Adobe Campaign and Adobe Target.

Within the Prada group, a dedicated team of scientists will be tasked with managing these aspects through Adobe's tools.



*Prada hopes to grow its one-to-one customer solution. Image credit: Prada*

"The Prada Group is synonymous with innovation and creativity, and our partnership will play a pivotal role in the group's global digital strategy," Paul Robson, president of Adobe EMEA, in a statement. "Customer needs and expectations are constantly evolving, and luxury brands are at the forefront of creating greater cross-channel personalization and delivering engaging customer experiences, which ultimately build trust and loyalty on a global scale."

Prada Group also announced recently that it hopes to strengthen customer relationships and build an intelligence business strategy moving forward.

Through the use of retail platform Oracle, Prada will be introducing new solutions to all of its brands, including its namesake label, Miu Miu, Car Shoe and Church's. The solutions will be built throughout the group's core retail systems, tapping data from historical standpoints as well as current market trends to make intelligent business decisions to ensure the highest level of customer experience ([see story](#)).

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