

APPAREL AND ACCESSORIES

Prada to spotlight sustainability strategies at New York event

September 11, 2019



Prada is bringing its sustainability conference to New York. Image credit: Prada

By STAFF REPORTS

Italian fashion company Prada Group is continuing its relationships with the Yale School of Management and Politecnico di Milano School of Management by bringing its annual sustainability summit stateside.

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Prada will host its "Shaping a Sustainable Future Society" conference at its New York headquarters on Nov. 8 as the brand continues to put itself at the center of conversation about sustainable luxury. The third edition of Prada's sustainability and innovation forum will focus on equality and diversity in the workplace.

Sustainable strides

Earlier "Shaping a Future" events by Prada have focused on how digital innovations have impacted sustainability efforts, for better or worse.

Prada's previous sustainability conferences were hosted in Milan, and featured speakers have included Anna Zegna, head of image and store planning for Ermenegildo Zegna/president of Fondazione Zegna, and Carlo Capasa, the president of the Italian Chamber of Fashion ([see story](#)).

The next [#ShapingASustainableSociety](#) conference will explore the impact of inclusivity in business, promoting an environment where human dignity, respect and equal opportunities are enjoyed by everyone. Discover more at <https://t.co/kEspLFrBHE> [#PradaGroup](#) pic.twitter.com/UPIEOVuR3d

PRADA (@Prada) [September 11, 2019](#)

Prada has announced its #ShapingASustainableSociety conference

No speakers have yet been announced for the inaugural U.S. edition. As in the past, the conference is expected to be live streamed on the corporate PradaGroup.com Web site for increased exposure.

As socially-aware affluents become more mindful of their luxury investments, Prada Group has touted its commitment to sustainability through collaborative projects and other educational efforts.

Last month, Prada teamed with news organization Reuters and French photographer Brigitte Lacombe to share its leaders' views on sustainability and culture. In a film produced by The Business Debate in collaboration with Reuters and Ms. Lacombe, CEO and designer Miuccia Prada and chairman Carlo Mazzi are among those who discuss Prada's approach to sustainability ([see story](#)).

Additionally, Prada is taking an inventive approach to upcycling by introducing a handbag line made out of regenerated materials, while also examining problems and solutions in the fashion supply chain.

The label is becoming an active participant in finding sustainable approaches to luxury apparel and accessories production, even as fashion remains one of the most environmentally harmful industries. Prada also premiered a documentary series that illustrates the process behind its new initiative ([see story](#)).

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