

NONPROFITS

## Prada commits to reshaping a more inclusive industry

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*Prada is the first luxury fashion group to join The Valuable 500. Image credit: Prada Group*

By LUXURY DAILY NEWS SERVICE

Italian fashion conglomerate Prada Group has become the first luxury fashion company to join [The Valuable 500](#), a global community dedicated to transforming the business system for the benefit of people with disabilities.

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The company strongly recognizes the intrinsic value of people who are disabled and commits to supporting all within its inclusion and sustainability agenda. Prada Group is currently exploring different opportunities to define a long-term program of activities, which begins with a commitment to hire individuals with Down's syndrome into its retail network.

"The Valuable 500 community, which embraces a wide range of industries worldwide, is becoming stronger every day," said Lorenzo Bertelli, head of corporate social responsibility at Prada Group, in a statement. "I actively support the decision to join the coalition as I believe strongly in the value of diversity.

"The different backgrounds of the companies adhering to the alliance is a crucial starting point to build a comprehensive global action plan, which will enrich all of us."

### Value-driven fashion

Launched in 2019 at the [World Economic Forum Annual Meeting](#), The Valuable 500 aims to put disability on the global business leadership agenda. Its mission is to persuade 500 multinational companies with at least 1,000 employees to make a public commitment to advance disability inclusion in their organizations.



*Caroline Casey presenting at World Economic Forum. Image credit: World Economic Forum*

By engaging the most influential business leaders and brands, Valuable 500 intends to create a tipping point within business that unlocks the business, social and economic value of the 1.3 billion people living with disabilities around the world.

"Prada's commitment to The Valuable 500 as the first luxury fashion group is historic," said Caroline Casey, founder of The Valuable 500, in a statement. "Leaders such as Prada have the power to elevate and reframe the way that society thinks about disability.

"We cannot underestimate what a watershed moment this is."

During the FT Business of Luxury Summit 2019, educator and advocate Sinad Burke spoke about how diversity can no longer be a trend in fashion but a mainstay. She suggested that luxury has the opportunity to change the way disability is approached in fashion, and it starts with including those it affects into the decision-making process ([see story](#)).

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