

EVENTS/CAUSES

Prada announces new inclusion initiatives to support students of color

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PRADA Group



DIVERSITY, EQUITY & INCLUSION

Prada has partnered with FIT to develop scholarships which support aspiring fashion professionals and undergraduate students of color. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion label Prada is deepening its commitment to diversity and inclusion with new 2021 initiatives.

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Prada has partnered with the Fashion Institute of Technology (FIT) to develop scholarships which support aspiring fashion professionals and undergraduate students of color in the United States and Africa. The group is also working with the UNFPA, the United Nations sexual and reproductive health agency, to develop an educational fashion module to promote gender equality in Africa.

"Prada Group is taking real and significant actions that will expand career and professional opportunities for people of color in the fashion industry," said Malika Savell, chief diversity, equity and inclusion officer for Prada North America, in a statement. "We recognize the barriers to entering the fashion industry and the importance of representation, so we want to develop many new programs that will advance and mentor aspiring fashion professionals, while investing in the next generation of diverse talent."

Prada inclusion initiatives

Prada will be collaborating with its Diversity and Inclusion Advisory cochair, Theaster Gates. An artist and founder of Rebuild Foundation, Mr. Gates will help Prada create a design lab for diverse designers and artists in select cities.

A Generation Prada internship will be implemented for diverse talent, providing hands-on opportunities across the group's corporate and retail teams. The Prada Group FIT scholarships will be awarded to one top-performing diverse American student and one top-performing female student from Ghana or Kenya.



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

The Prada Group UNFPA education module will be offered to young women in Kenya and Ghana, using fashion and design as a tool to affect social change and promote gender equality.

Prada and the Dorchester Industries experimental design lab will recruit and award talented designers of color in Chicago, New York and Los Angeles.

"We are extremely proud of these programs, which reflect Prada Group's commitment to cultivating, recruiting and retaining diverse talent and to creating an inclusive culture," said Lorenzo Bertelli, Prada Group head of marketing and head of corporate social responsibility, in a statement. "These initiatives mark real progress, and we look forward to building on this momentum to create more opportunities that increase diversity and representation both within Prada and in the fashion industry today and in the future".

Prada continues to develop its inclusion efforts, doing its part to make fashion a more diverse and reflective industry.

In January, 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 ([see story](#)).

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