

APPAREL AND ACCESSORIES

Miu Miu highlights Prada Group's numerous environmental preservation efforts

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Students were tasked with exploring the ten challenges of the United Nations Ocean Decade. Image credit: Prada Group

By KATIE TAMOLA

Italian fashion house Miu Miu reviewing its vast sustainability strides and goals in a new film.

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Focusing on and proving its immense commitment to the preservation of the ocean, Miu Miu reviews Prada's disparate initiatives that advocate for the betterment of the earth's bodies of water. The vignette calls back to programs including Sea Beyond, a new educational module for 10 secondary schools and more.

Seeing a better sea

With an eerie instrumental soundtrack that entices viewers, the film begins immediately establishing a professional, committed feel. The entire video, as it permeates information, shows disparate clips of different bodies of water as well as sea-toned colors.

The vignette opens with words in white text overlay: blue, freedom, hope, life and ocean.

Miu Miu showcases its several sustainable pushes

"The ocean contributes to life on our planet," the text then reads. "Each of us has the responsibility to contribute to the life of the ocean."

The video begins its review of sustainable initiatives by highlighting the Prada Re-Nylon project, which began in 2019. It is a clothing and accessories collection made of regenerated nylon that is recyclable an indefinite number of times.

Sea Beyond is an educational program created by the Prada Group in partnership with the UNESCO intergovernmental Oceanographic Commission. It raises secondary schools' students' awareness on ocean preservation.

Sea Beyond has been supported by the sales of Prada Re-Nylon.

Miu Miu then highlighted Prada Group and UNESCO's collaborative educational effort, "Kindergarten of the Lagoon." The program, presented by Lorenzo Bertelli and Ana Luiza M. Thompson-Flores, was announced during a press

conference in May.

The program revolves around educating children on outdoor activities, so that they may foster an understanding of the importance of nature. It will begin later this month.

The video also showed images of the press conference that announced the exciting program.

Next, the vignette reveals, complete with a map of participants, a new educational module joined by 10 secondary schools around the world.

The students were tasked with exploring the ten challenges of the United Nations Ocean Decade, prompted to depict the challenges, with the winning projects identified by an international jury of those working with Sea Beyond.

Jurors included Lorenzo Bertelli, group head of corporate social responsibility at Prada, Enzo Barracco, photographer and climate artist, Kerstin Forsberg, marine scientist and social entrepreneur and more.

The award ceremony was June 29, 2022 at the UN Ocean Conference in Lisbon. Winnes included first place being awarded to "MaArt", Newton College in Lima, Peru; second place awarded to "Seaweed Aquaculture" by Shanghai High School International Division in Shanghai, China and third place taken home by Marcelline Tommaseo in Milan, Italy for "Video Game Sea Beyond."



Earlier this year, Prada Group introduced a new educational module joined by 10 secondary schools around the world. Image credit: Prada Group

The film reaches a conclusion with the reinforcement of Prada Group's commitment to environmental preservation.

"This is our contribution to the Ocean Decade Mission: To connect people and our ocean, from the ocean we have to the ocean we want together," a text overlay reads.

Commitments to a more sustainable future

Luxury brands and retailers across sectors are constantly proving their commitment to the environment.

Why is it so important to do highlight environmental efforts? Mainly because consumers are increasingly prioritizing sustainability.

In the next era of retail, luxury brands will have to put circularity in the spotlight and rethink physical spaces to be more purposeful.

According to TBWA's "Future of Retail" report, the coming years will usher in a healthier era of consumption. Luxury consumers will seek more functional goods made with eco-friendly materials and authentication technology ([see story](#)).

A growing number of affluent consumers are acknowledging the grave consequences of climate change, with the majority making lifestyle changes as a result.

During the United Nations Climate Change Conference (COP26) in Glasgow, which ended Nov. 12, climate experts warned if the world continues behavior based on the targets set in 2016, warming will reach above 3 degrees by 2100 ([see story](#)). According to Altiant's "Special COP26: Climate Change and The Wealthy" report, 61 percent of affluents are willing to adhere to stricter environmental recommendations set by world leaders ([see story](#)).