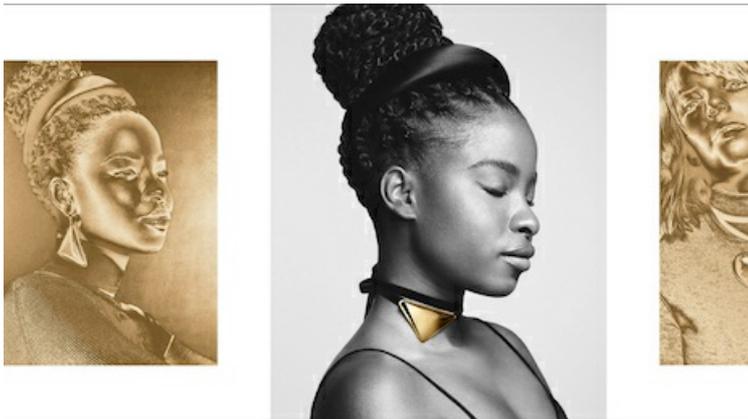


JEWELRY

Prada enters gilded age with Eternal Gold, a fine jewelry first

October 14, 2022



Activist, wordsmith and friend-of-house Amanda Gorman shines in "Eternal Gold," forging a sustainable future with a global luxury house first. Image credit: Prada

By AMIRAH KEATON

Italian fashion brand Prada is embracing sustainability as the path forward with a luxury first.

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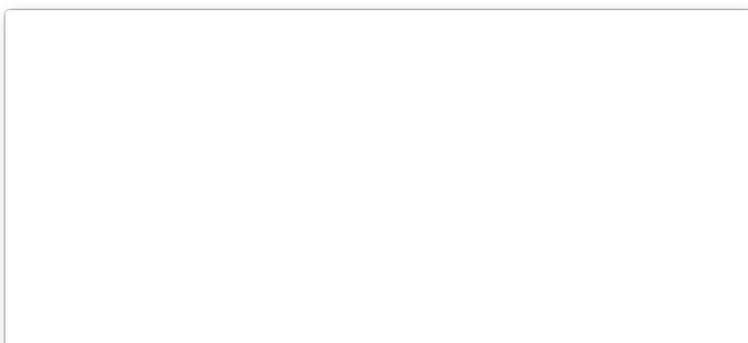
American actor, model and singer-songwriter Maya Hawke and Dutch-Korean-Canadian musician Somi Jeon act alongside award-winning American poet and activist and brand-favorite Amanda Gorman for the launch of Prada's "Eternal Gold" fine jewelry line. The release marks a milestone for global luxury, as the industry's foremost 100 percent certified recycled gold line comes to life through the lens of British fashion photographer David Sims, in a campaign featuring three powerhouses, each with their own sure future ahead.

"Conscious and responsible, the debut of the Eternal Gold fine jewelry collection reflects Prada's ongoing commitment to sustainability across every facet of its business, and a constant challenging of the conventions of modern luxury," said Lorenzo Bertelli, head of corporate social responsibility at Prada Group, in a [statement](#).

Gold rush

As evidenced by its unique materialization, "Eternal Gold" was crafted with a shared future held close.

Black-and-white graphics with gold touches dominate the brand's creative treatment and complement the product that it centers on. Ms. Gorman is speechless in a brief clip.



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On view upon the novelist's neck is a ribbon choker, and included in the collection are snake bracelets, heart motifs, chain necklaces, accompanied by their respective, recycled karats.

The collection's defining words are separated by indents in a final frame that lists the words "Prada," "Fine Jewelry," and "Eternal Gold," to a futuristic sound effect, with descending font size the latter detail stands as proof that Prada's branding power lies in its modern triangle motif.

Prada's 100 percent gold standard meets "Chain of Custody" provisions outlined by the Responsible Jewelry Council.



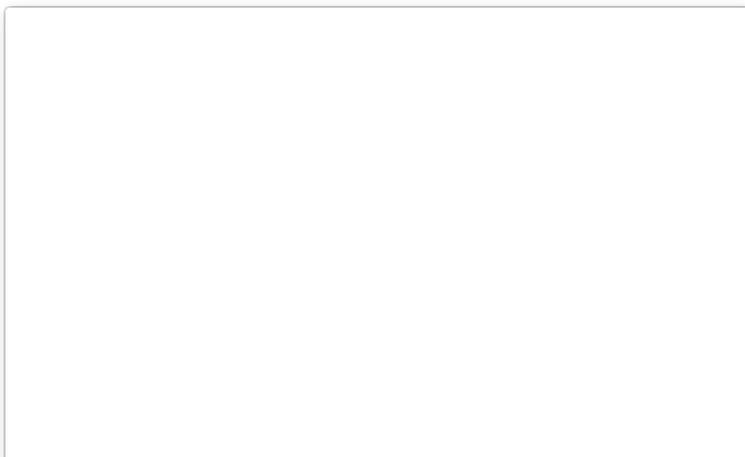
The house is unveiling "Prada Cut," a set of stonecutting techniques that aim to elevate semiprecious colorstones like quartz and amethyst. Image credit: Prada

The triangle is continued throughout the collection's design, a strategic decision or fittingly ironic happenstance depending on perspective, as the popular "reduce, reuse, recycle" graphic takes the same shape.

A diamond pavé has been applied to certain items by way of state-of-the-art 3D design technology. Prada has taken the theme a step further, partnering with Parisian diamond dealer Rubel & Mnasch and other top-notch suppliers to ensure end-to-end diamond traceability, starting with mining and ending in-store.

In a tech-forward move, the fine jewelry's records are also available via luxury authentication solution The Aura Blockchain Consortium's platform, for origin verification.

So far, additional campaign assets include Ms. Hawke, shown with an ethereal effervescence, not unlike that of her co-star.



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Here and among other assets, the talent is shown swaying to the sound of music.

Specialty pieces from "Eternal Gold" are available for purchase in-store, while the remainder of the collection can be bought online.

Prada power

Sustainability and intellect go hand-in-hand, thus, the global luxury industry's eco-friendly gold fine line being released at the hands of Prada is no surprise.

Craftsmanship, sustainability and design define the maison's eternal approach to luxury. Of timeless quality and ancient origins, gold is Prada's perfect match.

The selection of this particular precious metal is reflected in brand messaging, which provides a master class on the ways in which luxury entities can adapt copy to enhance sustainable causes.

"Eternal Gold" is positioned as the definition of twenty-first-century luxury, in that it lasts longer than a lifetime, and includes materializes that outpace just one as well.

Prada makes clear the desire to see its pieces passed down, generation to generation, in an expert play that allows both apparatus and action to fit a sustainable narrative.

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