

SOFTWARE AND TECHNOLOGY

Prada Group partners with Adobe to up online, bricks-and-mortar CX

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Adobe's Creative Cloud and Experience Cloud programs will help all brands in the Prada Group portfolio to create realistic retail simulations, product prototypes and real-time personalization across platforms. Image credit: Adobe

By LUXURY DAILY NEWS SERVICE

Prada Group, namesake parent company of the Italian fashion label, announced it has furthered its relationship with Adobe to enhance its customer experience in both the online and bricks-and-mortar spaces.

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The group will adopt several programs from both Adobe Experience Cloud and Adobe Creative Cloud across all of the brands in its portfolio, which includes Miu Miu, Luna Rossa and, of course, Prada. The announcement was made at the 2023 Adobe Summit in Las Vegas.

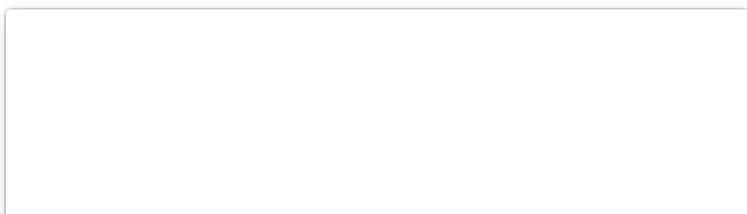
"We are happy to announce a new and important step towards our fruitful collaboration with Adobe, with the adoption of their unique customer data platform, to further evolve the retail experience across all our brands," said Lorenzo Bertelli, marketing director and head of CSR at [Prada Group](#), in a statement.

"This will ensure we are able to engage and connect with each customer in the right place, at the right time and with the right content," he said.

Clear skies ahead

With Adobe Experience Cloud programs Real-Time Customer and Platform Journey Optimizer, Prada Group aims to gather and organize customer data such that it can provide tailored content and real-time experiences across all retail venues.

Additionally, on the marketing and production side of things, Adobe Creative Cloud programs such as Substance 3D can help brands create realistic prototypes of garments and accessories as well as brand content.



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With this partnership Prada Group addresses an industry-wide lack of personalization, which is an issue Adobe's own reports have brought to the fore.

Last year, Adobe published "The State of Personalization in Retail and Travel" report, which found that 56 percent of global retailers are failing to personalize as much as half of the shopper journey, if not more. The majority of retailers reported having no clearly defined personalization strategy in place ([see story](#)).

As far back as 2015, Adobe recognized the importance of personalization to the retail experience, even when survey respondents at the time ranked convenience as their greatest concern ([see story](#)).

Adobe hopes this new partnership will help Prada Group meet these ever-increasing demands.

"At the heart of Prada Group's identity is a passion for innovation, and a focus on the customer experience," said Luc Dammann, president of EMEA at [Adobe](#), in a statement.

"The luxury retail sector is at the forefront of digital innovation, and Adobe's partnership with Prada Group will enable them to expand their distinctive style and storytelling through real-time personalized customer experiences across in-store and digital worlds," he said.

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