PRADA Group

NOTE TO THE PRESS

Milan, September 11th 2018 - Some animal-rights associations have been sending thousands of e-mails to the Prada Group, as well as to the personal email addresses of some of its representatives, demanding that the production of furs to be stopped.

We believe it is important to stress that all the advertising campaigns of the Group's brands, together with the fashion shows and displays in the shop windows, have not been presenting these products for some time, in order to discourage demand from consumers.

This has led, as also recently stated by its President in questions from PETA, to a gradual and concrete reduction in the marketing of these products which, to date, represent less than 0.1% of the entire production.

Moreover, the Prada Group – which has always distinguished itself for the research and innovation of the materials used in its collections – has recently increased the use of technical fabrics that represent both an alternative to materials of animal provenance and a concrete application of sustainable production.

A recent example is Prada nylon, the iconic material at the centre of the new collections, which is part of a wider Group strategy aimed at reducing the environmental impact of its production; indeed, a programme for the provision of nylon made with recycled yarns is being finalised with suppliers.

Finally, the Prada Group has adopted a procedure aimed at a rigid and systematic control of its supply chain to ensure compliance with best international practices, including as regards animal welfare. Through this approach, Prada provides its customers with a transparent, traceable supply chain located in countries that adopt the most stringent regulations in this area. The rules adopted by the Group are often more stringent than the law requires, to the point of breaking off collaborative relationships with any suppliers deemed to be less than virtuous.

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