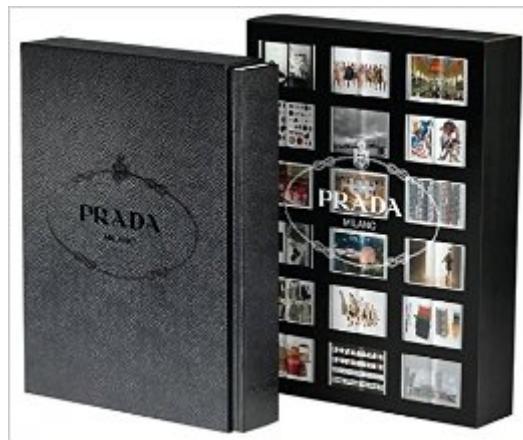


The book was found

Prada



Synopsis

Prada is the first book that documents three decades of ground-breaking fashion, architecture, film and art by the Prada company, including the work of the design studio and the workshop; extensive creative partnerships with photographers, designers, architects and film directors; and large scale architectural commissions, the Fondazione Prada, and the development of a new museum. Among the many features of this rich innovative book with its thousands of images are a photo-essay by renowned photographer Brigitte Lacombe, stills taken from short films documenting the craftsmanship of the factory, images of the unique fashion show environments, an overview of all Miuccia Prada's collections with thumbnail pictures of 3,885 different looks, collages of the most influential shoe and bags, photographs of the final product on the runway, celebrated store designs in New York and Los Angeles by Rem Koolhaas/OMA and in Tokyo by Swiss architects Herzog & de Meuron, a film collaboration with director Ridley Scott, Koolhaas' radical Prada Transformer pavilion in Seoul, costume designs for a Japanese manga heroine, Prada found on the street and celebrities photographed on the red carpet, and blogs expressing the almost fanatical devotion of lovers of the brand. Prada both chronicles and epitomizes the achievements of one of the world's most influential and enlightened fashion and design companies.

Book Information

Hardcover: 704 pages

Publisher: Harry N. Abrams; 1 Box Slip edition (February 1, 2010)

Language: English

ISBN-10: 888702944X

ISBN-13: 978-8887029444

Product Dimensions: 9.9 x 2.4 x 13.8 inches

Shipping Weight: 8.8 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars (See all reviews) (24 customer reviews)

Best Sellers Rank: #246,792 in Books (See Top 100 in Books) #94 in Books > Business & Money > Industries > Fashion & Textile #95 in Books > Arts & Photography > Fashion > Designers #182 in Books > Arts & Photography > Fashion > History

Customer Reviews

This book is probably not for everyone, but if you collect, wear or just appreciate Prada, you must have this. The book itself is beautiful, solid and well-made, and presented in classic Prada styling

(understated logo, deep blue-purple color packaging). I am so happy that this book exists. It's thrilling to look at Prada's collections throughout the years: in this format, you can see her incredible talent and creativity, and her delightfully perverse, political sense of humor. Also very apparent in this format is the vast reach of her influence on other high-fashion designers over the last 20 years. Every season, you can spot Prada's direct thematic and/or acute influence--sometimes two or three years out--somewhere in some other designer's work (the most consistent and blatant culprit is Marc Jacobs for Louis Vuitton) but I can't think of a single Prada collection where one of her contemporaries was an obvious touchstone. Prada's work clearly cycles and is self-referential, if anything, and it's nice to know that the Prada shoes, coat or skirt suit that you bought five years ago is going to make its way back onto Prada's runway, in some updated form, in another three or four years. Considering the cost, these clothes should last for years, both in terms of wear and not making you look like a runaway from a wax museum six months after your purchase. Some collections reproduced here stand out more than others, such as the iconic Leaf Collection (I spent my first paycheck on those green boots! and I still have them! and I still wear them!), the Brocades in Spring '02 and '03, and the Holliday & Brown collaboration.

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