

PRADA

DISCUSSING

THE

TREND



**Beijing 2022 Winter Olympics:
A common dream comes true**

By TAN QINGSHENG,
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in the Philippines

Two weeks before the International Winter Olympic Day was celebrated in the world, the Chinese government commemorated the 100th anniversary of the Eastern Olympic Games. Everyone in the world, regardless of gender, age or race, can participate in sports. This is a widely-recognized trend. The Olympic spirit represents the swifter, higher and stronger of athletes in the world, but also demonstrates the friendship spirit of the Chinese people to the peoples of all countries. China

dark clouds of COVID-19. In tough times of the global pandemic, the every-four-years sports serves as a cure of pain, a differences, an undiminished of hope, and a limitless positive energy for global solidarity. Recently China has succeeded the epidemic at home, economic recovery which provides a favorable condition for the Beijing Winter Games. To enforce prevention measures, we strive to come the impact of COVID-19, make steady progress in preparation China and the International O

A group of five people, including children and adults, are posing for a photo. They are wearing winter clothing and some are wearing face masks. One person is wearing a white t-shirt with 'LADIES' and 'STYLE' written on it.



LINEA ROSSA

THE HISTORY

Year 1997 Prada launched Prada Linea Rossa.

Iconic nylon backpack & the arrival of Neil Barrett's philosophy of "no limits with fabric and monochromatic vision"

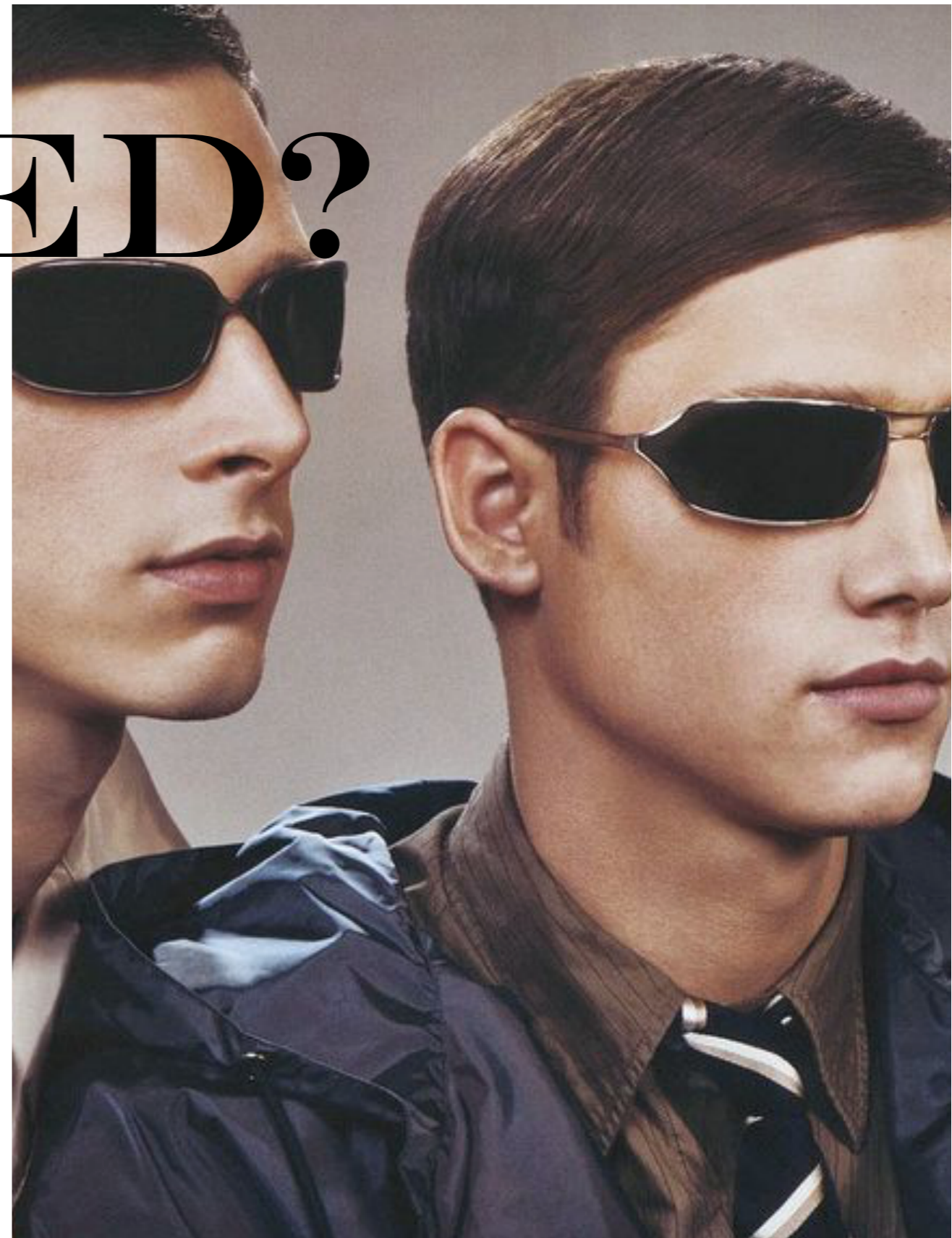
The irresistible appeal of the collection within subcultures - "Dress well and behave badly"

WHAT IS TO BE ARCHIVED?

Finding a new audience and respond to a trend while staying true to Prada's nature.

Unique luxe winter sports wear using innovative technology.

Reimagining Linea Rossa's sleek and form fitting silhouettes.



THE TECHNOLOGY

How it works:

Transforms your body's heat into infrared energy by promoting circulation and oxygen

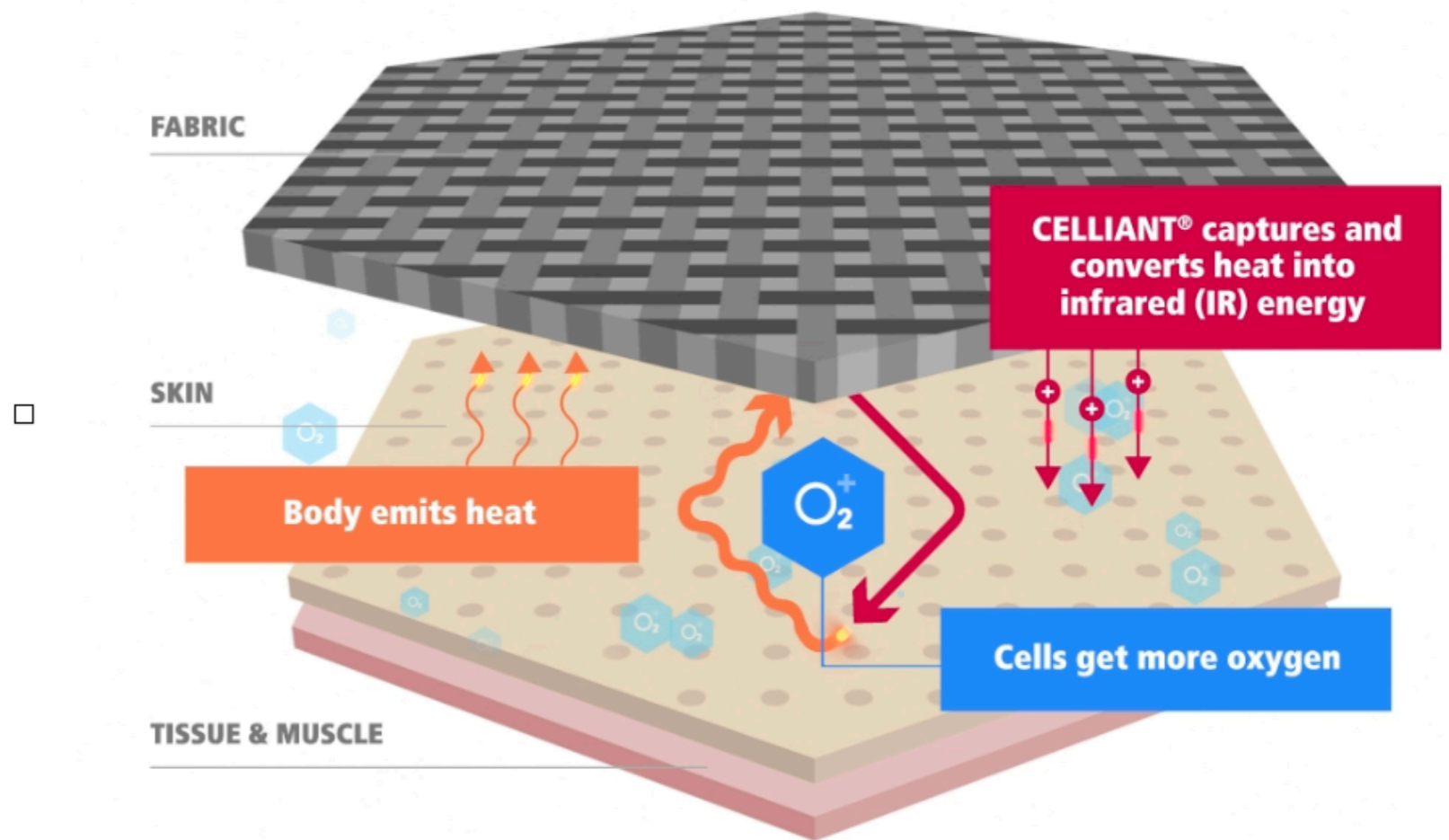
More energy, comfort, endurance, strength

How it is made:

88 trace elements and SiO_2 , Al_2O_3 , TiO_2

Benefits:

Perform stronger, recover faster, sleep better



TARGET

CUSTOMER

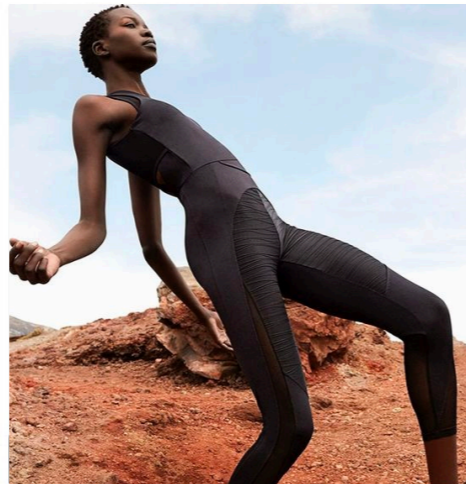
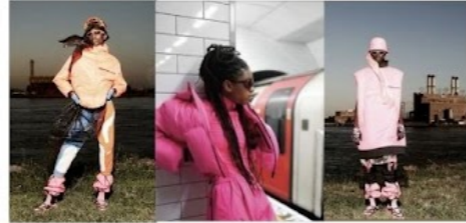
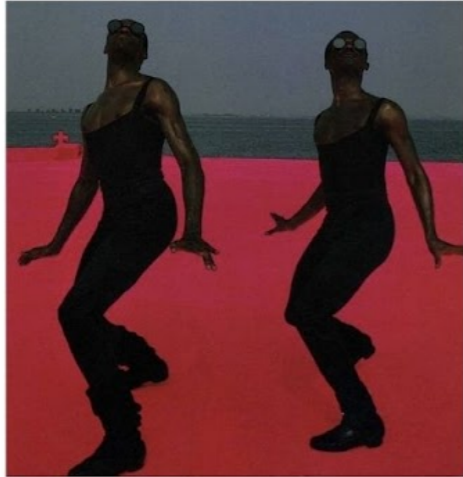
Eric Zhang, 28 years old
Born in Chongqing, in southern
China grew up enjoying warm-
weather activities

When he went to graduate
school in New York City, he
began to understand the allure of
snow.

Since then, he has become a
keen skier. Now, he brings his
friends for the activities as
lovers of winter sports along
with his young niece.



MOODBOARD



PRODUCT MOCKUPS



CONCEPT FOR LAUNCH

Pop-Up Store

SKP Shoppingmall in Beijing

Snow globe interactive
installation

