Prada looking to dress Millennials

By Dominique Muret - June 20, 2016

As usual, on Sunday night Prada surprised the audience at its menswear fashion week show in Milan with a spectacular set-up and an unexpected collection for next summer. Guests could only access the show by way of a claustrophobia-inducing labyrinth filled with mirrors, entering a prison-like, wire-fenced room.

The catwalk consisted of a metal grille, set at a slight gradient, on which the models advanced as though climbing atop a mountain, wearing ultra-sporty outfits and fully equipped for trekking.

The choice of headgear included cowboy and explorer hats tightly fixed on the head, and headbands to stop hair
blowing in the wind. As for footwear, the models donned colourful rubber sandals, rigourously worn with socks.

Some presented close-fitting, swim styles trunks while others wore ultra-light, waterproof nylon trousers, reminiscent of those worn by motorcyclists, decorated with a lateral band along the inner thighs.

Prada’s outerwear included parachute-canvas raincoats, while wind-breakers were featured in joyful, multi-coloured prints or in monochrome with colourful zips.

In this "multicultural" collection, Miuccia Prada has brought back into fashion the giant, multifunctional holdall-style backpack. It is now super-chic and carries a jumble of accessories, including thermos flasks, mugs, stiletto heels, micro handbags, canteens and more.

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