

RADA

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CROSS

IFFERENT

CRONYMS

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P **RADA**

R **EDEFINED**

A **CROSS**

D **IFFERENT**

A **CRONYMS**

P RADA IS CHARACTERISED BY PLURALITY, BY A PROTEAN NATURE, ESCHEWING ANY SINGLE DEFINITION, ANY EASY HYPOTHESIS. AND THERE IS A POWER TO WORDS TO UNDERLINE THAT NOTION, TO DECONTEXTUALISE AND REFRAME PERCEPTIONS, TO SHIFT OUR EYES AND MINDS.

R EFLECTIVE OF THAT MULTIFACETED IDENTITY IS THE NOTION OF THE ACRONYM—ONE WORD COMPOSED OF OTHERS, IMBUED WITH A COLLECTIVE MEANING. PARADOXICALLY SIMPLE YET COMPLEX.

A S A RESPONSE TO THE SPRING/SUMMER 2020 CAMPAIGN, PRADA ASKED A GLOBAL AUDIENCE TO SUBMIT THEIR OWN ACRONYMS THROUGH PRADA.COM, OFFERING INDIVIDUAL DEFINITIONS OF PRADA—DIFFERENT POINTS, DIFFERENT VIEWS, POIGNANT OR POINTED, SURREAL OR PRAGMATIC, YET ALL SPELLING OUT THE SAME WHOLE.

D IVERSE AND DIVERGENT, HERE THOSE DEFINITIONS ARE COLLATED, TO GIVE A WIDER PANORAMA OF INTERPRETATION, AN OUTSIDE VIEW ON THE MEANING OF PRADA. LIKE THE WORDS THAT COMPOSE AN ACRONYM, A MULTITUDE HAS MEANING.

A LL COMPOSED OF MYRIAD VOCABULARY WITH MULTIPLE MEANING, THESE PRADA ACRONYMS CONTRAST, CONVERSE AND CONTRADICT, BOTH IN AND OF THEMSELVES AND IN THEIR RELATIONSHIPS TO ONE ANOTHER. YET THROUGHOUT, THERE IS A DIRECT POINT OF UNITY: THAT, ULTIMATELY, EVERY WORD ADDS UP TO AN IMPOSSIBLE ATTEMPT TO DEFINE ONE OTHER—PRADA.

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17	WRITTEN BY	PETER LIDSTER	44	WRITTEN BY	TAYLOR PETERS
18	WRITTEN BY	BEN WHITE	45	WRITTEN BY	DOMINIK HAMMER
19	WRITTEN BY	MATHABANE TLHAKA	46	WRITTEN BY	HANSY HAN
20	WRITTEN BY	DIET PRADA	47	WRITTEN BY	DENNY DUAN
21	WRITTEN BY	MAURIZIO BINETTI	48	WRITTEN BY	ANTON MULVANEY
22	WRITTEN BY	ETHAN QUINTANILLA	49	WRITTEN BY	IVAN KOLEV
23	WRITTEN BY	ANA RUIZ-PUENTE	50	WRITTEN BY	CHRISTIAN CARLSON
24	WRITTEN BY	ABDALLAH ABED	51	WRITTEN BY	VINCENT KEITH
25	WRITTEN BY	NICOLE VAN DYKE	52	WRITTEN BY	SAM CASHMIRI
26	WRITTEN BY	PENGYU CHEN	53	WRITTEN BY	KARIM NASSER
27	WRITTEN BY	TONG ZHAO	54	WRITTEN BY	MANUELA HUNT

55	WRITTEN BY	MARIA NGUYEN
56	WRITTEN BY	LUDOVICA MARSELLI
57	WRITTEN BY	HENRIK KAUFMANN
58	WRITTEN BY	DANIELE CONDÒ
59	WRITTEN BY	TORIE ZALBEN
60	WRITTEN BY	懿君 周
61	WRITTEN BY	SHADRINA NOOR
62	WRITTEN BY	HYEYOUNG CHUNG
63	WRITTEN BY	BEVAN KOO
64	WRITTEN BY	REBECCA COHEN
65	WRITTEN BY	ADAM WIKA
66	WRITTEN BY	LUDOVIC LEGRAND
67	WRITTEN BY	ZAK SWEENEY
68	WRITTEN BY	ANA CEMERIKIC
69	WRITTEN BY	SELIN ERDEMIRCI
70	WRITTEN BY	SAMUEL MCCARTER
71	WRITTEN BY	TAMARA NAKOS
72	WRITTEN BY	TALBOTT SMITH
73	WRITTEN BY	ADITYA ASTONO
74	WRITTEN BY	ERIC NOVELO
75	WRITTEN BY	SOPHIE BUNDALO
76	WRITTEN BY	TRACY DOYLE
77	WRITTEN BY	SEAN MUSAOGLU
78	WRITTEN BY	AIDA GUTIERREZ
79	WRITTEN BY	MADELINE ROBINSON
80	WRITTEN BY	HUGO SILVA
81	WRITTEN BY	CANDY GREENBLOTT

82	WRITTEN BY	ROSANNA MAZZAFERRO
83	WRITTEN BY	GARY JIN
84	WRITTEN BY	HAYEON LEE
85	WRITTEN BY	PEGGY LECLUYSE
86	WRITTEN BY	JAN ERIK CARLSON
87	WRITTEN BY	ANNETTE DAVID
88	WRITTEN BY	AZIZ JAMOLDINOV
89	WRITTEN BY	EMANUELA ZONTA
90	WRITTEN BY	AYA FUJII
91	WRITTEN BY	ZEF HUDSON
92	WRITTEN BY	MUNDEEP LAMPORT
93	WRITTEN BY	NANOR EKMEKJIAN
94	WRITTEN BY	MOHAMED REZA MOHAMED IBRAHIM
95	WRITTEN BY	ALINA FUHRMANN
96	WRITTEN BY	CARLOTA ALBUQUERQUE E CASTRO
97	WRITTEN BY	ANTONELLA GRECO
98	WRITTEN BY	JAVERIA NAEEM
99	WRITTEN BY	BEE HONG JUDY TAN
100	WRITTEN BY	SEOW TING ANG
101	WRITTEN BY	DIANA CROOKE
102	WRITTEN BY	TERRIANN CABALLERO
103	WRITTEN BY	DONATELLA PERILLO
104	WRITTEN BY	BRANDON LEE
105	WRITTEN BY	CORINA-MIRELA SCHEUSAN
106	WRITTEN BY	OSKAR CECERE
107	WRITTEN BY	JOHNNY JESTREAM
108	WRITTEN BY	DULCIE ROGERS

109	WRITTEN BY	ELIN JONSSON
110	WRITTEN BY	ARIC CHEN
111	WRITTEN BY	BIANCA BRZEZEK
112	WRITTEN BY	JAMES PICKARD
113	WRITTEN BY	RENE PEREZ
114	WRITTEN BY	ADAM ATTIA
115	WRITTEN BY	BILL CRANLEY
116	WRITTEN BY	MERHAWI TECLE
117	WRITTEN BY	ROSEMARY CRONIN
118	WRITTEN BY	DARCEY SERGISON
119	WRITTEN BY	ELENA PERAZZO
120	WRITTEN BY	RAMLAH ALI
121	WRITTEN BY	ELIS ROBERTS
122	WRITTEN BY	VANESSA BARROS ANDRADE
123	WRITTEN BY	JACOB PECK
124	WRITTEN BY	JARAHN COSBY
125	WRITTEN BY	RONALD SOSINSKI
126	WRITTEN BY	ALISTAIR CHEW
127	WRITTEN BY	LILY C
128	WRITTEN BY	STEVEN TRINIDAD
129	WRITTEN BY	ZINAB ZAAITER
130	WRITTEN BY	BAD LANGUAGE
131	WRITTEN BY	MATT DAMSELL
132	WRITTEN BY	KRYSTALL SCHOTT
133	WRITTEN BY	WILLIAM CRUDGINGTON
134	WRITTEN BY	JESSICA HUTCHINSON
135	WRITTEN BY	ANDREA STAJAN-FERKUL

136	WRITTEN BY	KATJA GROBER
137	WRITTEN BY	EMILY NGUYEN
138	WRITTEN BY	ALESSANDRA BALLICO
139	WRITTEN BY	RALPH ZAMARIPPA III
140	WRITTEN BY	DAVID SWEETMAN
141	WRITTEN BY	TINA SMITH
142	WRITTEN BY	JESSICA KALLUBHAVI
143	WRITTEN BY	NICK BRAIN
144	WRITTEN BY	MOMIN SAJID
145	WRITTEN BY	AIDAN DYNE
146	WRITTEN BY	RIK J
147	WRITTEN BY	LUCY FLEMING-BROWN
148	WRITTEN BY	TYAIR SALLAM
149	WRITTEN BY	YELENA TREGERMAN
150	WRITTEN BY	DANIEL CHAIT
151	WRITTEN BY	DONIA ADUNA
152	WRITTEN BY	VICTORIA WATKINS
153	WRITTEN BY	MONICA DEL VECCHIO
154	WRITTEN BY	EMILY-MARIE MCGUIRE
155	WRITTEN BY	LEWIS GILBERT
156	WRITTEN BY	KONSTANTINOS TZORTZIS
157	WRITTEN BY	HARRIET QUICK
158	WRITTEN BY	DANIEL MUNKS
159	WRITTEN BY	AIESHA IJEWERE
160	WRITTEN BY	LEON DEMPSEY
161	WRITTEN BY	MARIAM A OSMANI
162	WRITTEN BY	RITIK JAIN

163	WRITTEN BY	SIYA SIDHWANI
164	WRITTEN BY	NINA SRDANOVIC
165	WRITTEN BY	EVELINE KOPPEJAN
166	WRITTEN BY	LUCA NEGRATO
167	WRITTEN BY	SANDRO SCUGUGIA
168	WRITTEN BY	SPENCER HORNSBY
169	WRITTEN BY	CHIARA CENTIONI
170	WRITTEN BY	RICARDO BURT
171	WRITTEN BY	HOLGER LOWE
172	WRITTEN BY	GEORGIA SMITH
173	WRITTEN BY	FLORENCE LEE
174	WRITTEN BY	NICOLE RUMORE
175	WRITTEN BY	JODIE BASTOW
176	WRITTEN BY	DESREE DAVIS
177	WRITTEN BY	MALCOLM FAWCETT
178	WRITTEN BY	NEALAH GRIFFITHS
179	WRITTEN BY	RACHEL PARKS LIU
180	WRITTEN BY	RICK TORRES
181	WRITTEN BY	SAMUEL BRAILSFORD

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AN EXTENSION OF THE SPRING SUMMER 2020 ACRONYMS CAMPAIGN

**CONCEPT, CREATIVE DIRECTION
FERDINANDO VERDERI**

**FOREWORD
ALEX FURY**

**ART DIRECTION AT FERDINANDO VERDERI
BY DANIEL SUMARNA, BEN GANZ**

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