

Swot-prada essay



**ASSIGN
BUSTER**

The Prada brand dates back to the beginning of the last century. In 1913, Mario Prada opened a luxury store in the Galleria Vittorio Emanuele II in Milan, selling leather handbags, travelling trunks, leather accessories and beauty cases, luxury accessories and articles of value. Thanks to its exclusively designed goods, handcrafted using fine materials and sophisticated techniques, Prada rapidly became a point of reference for European aristocracy and the most elegant members of the haute-bourgeoisie in Europe. In 1919, PRADA became an official supplier to the Italian Royal Family. Over the years, the Prada name gained increasing renown and prestige.

The Group saw a turning point in the development of its activities at the end of the Seventies, when Miuccia Prada, Mario's grand-daughter, launched a partnership with Patrizio Bertelli, a Tuscan businessman already involved in the leather goods sector with Granello and Sir Robert. This partnership combined creativity and business ideas to commence a new era. In 1977, Patrizio Bertelli set up I. P. I. spa to consolidate the production resources that he had built up over the previous ten years, including those of Sir Robert and Granello.

In the same year, I. P. I. spa obtained an exclusive license from Miuccia Prada to produce and distribute leather goods bearing the Prada brand name.

In the following years, the activities of the two families were gradually brought together within a single Group and, in 2003, IPI spa was merged into PRADA spa. In 1983, the Prada family opened a second store in the

prestigious Via della Spiga in Milan. The new store showcased the new brand image as it blended traditional elements with a modern architectural setting and would represent a revolution and a benchmark for luxury retail. In response to the growing demand for and appreciation of Prada products, the range was extended from leather goods (such as bags, luggage and accessories) to include footwear, as well as men's and women's ready-to-wear apparel.

From 1986, new stores were opened in New York and Madrid, followed by London, Paris and Tokyo. The first Prada womenswear fashion show was held in Milan in 1988. In 1993, Ms. Miuccia Prada's creative inspiration led to the establishment of a new brand ? Miu Miu ? designed for women who are particularly fashion-forward and interested in trendy and sophisticated fashion and lifestyle.

Miu Miu now offers women's ready-to-wear, leather goods and shoes, and is an increasingly important component of our Group's sales.