



A 'disruptive' debut

Prada can 'finally have fun with jewelry' using certified recycled gold and ethically sourced pavé diamonds

BY LAURA RYSMAN

In the fashion universe, Prada is known as the kind of oracle that can set the tone of an entire fashion season. So with its October debut in the field of fine jewelry — a 48-piece collection crafted entirely of certified recycled gold and ethically sourced pavé diamonds — the Milan-based brand hopes to herald more responsible approaches to jewelry and fashion among other houses.

"We couldn't just jump in and do a line of jewelry like other brands — we had to think about how we could be disruptive," Lorenzo Bertelli, Prada's head of corporate social responsibility, said in a video interview. He is the elder son of Miuccia Prada and Patrizio Bertelli, co-chief executives of the brand.

It took Prada three years to secure a supply chain with green credentials, Lorenzo Bertelli explained, adding, "My mother, who's famously passionate about jewels and a big collector, said, 'Finally I can have fun with jewelry!'" (Prada has long sold silver and fashion jewelry collections, but they have been more elementary explorations of metal logo-embossed goods.)

Timothy Iwata, Prada's jewelry director who joined the brand last year from Cartier, said the moment was ripe to change the jewelry sector "with sustainable practices, focusing on two key materials" — recycled gold and ethically sourced pavé diamonds — "that would send a strong signal to the industry."

Prada also flouted luxury's tradition of refusing to disclose suppliers, identifying collaborators like the Parisian diamond dealer Rubel & Ménasché and the gold supplier Italpreziosi of Arezzo, Italy. "Exclusivity," Mr. Bertelli said, "makes no sense with sustainability."

The collection uses recycled gold, salvaged from electronic parts and old jewelry, that was certified by the Responsible Jewelry Council's Chain of Custody standards, as well as pavé diamonds mined and finished following the guidelines of the council's environmental and humanitarian Code of Practices — a first for a global luxury brand, according to the house. The brand said that all its suppliers had been subject to multiple audits by Prada and the council's third-party inspectors to ensure adherence to the council's policies, which combined internationally agreed practices from sources that included the Organization for Economic Cooperation and Development, the United Nations and Interna-

tional Labour Organization conventions.

According to the World Diamond Council, the small diamonds used for pavé constitute 80 percent of the diamond trade's sale quantities, "but no one was tracing pavé," Mr. Iwata said. In contrast, many large diamonds are engraved with ID numbers to guarantee their conflict-free origins.

While some jewelry companies — including Pandora, the world's largest jewelry company by volume — have moved to lab-grown diamonds, Prada stated it rejected them because of the vast amounts of nonrenewable energy the brand said it found was needed for manufacturing. However, Mr. Iwata noted that the brand's research is continuing as the few colored stones used in its collection were not entirely traceable, and its next project is likely to be a high jewelry collection.

Each piece of Prada's jewelry is being packaged with a chip-embedded warranty card attesting to its material and manufacturing origins through the Aura Consortium blockchain, introduced last year by the retail rivals LVMH Moët Hennessy Louis Vuitton, Richemont and Prada.

"There's a lot of competition between fashion brands," Mr. Bertelli said. "But the scope of blockchain is to create a more transparent environment for luxury." And in the future, industry experts have said, the merits of a product's supply chain is likely to become a fundamental part of a consumer's deliberation about what to buy as the information becomes more accessible through digital IDs.

"We all know that luxury brands are not just selling products," Mr. Iwata said. "We're selling a culture, and we have cultural influence."

The collection, named Eternal Gold, was conceived by Mrs. Prada and her fellow creative director, Raf Simons, and it references, as Mr. Iwata pointed out, their fashion approach of nods and winks to archetypes, with jewelry motifs like snakes and hearts rendered in 18-karat gold and embossed with the Prada logo.

A serpentine multicoil bracelet for the upper arm, inspired by Mrs. Prada's tendency to throw an armband over a sweater sleeve, was fabricated with flexible hidden hinges in the style of high jewelry. Priced at \$75,000, it is one of the collection's 10 custom-order designs, which also includes a pendant of a

heart puffed to the size of an apple.

Crafted by workshops in Turin and nearby Valenza, Italy's goldsmithing capital, the jewelry uses lavish amounts of gold, unlike recent trends for slender chains and tiny earrings. "I don't want to be blunt," Mr. Iwata said, "but Mrs. Prada doesn't care about those kinds of conventions."

The collection is available in Prada's flagship stores worldwide, but a portion of the online stock had sold out by early November. "We can't keep up with the demand for the moment," Mr. Iwata said.

Mr. Bertelli's first sustainability project for Prada was to convert its signature line of nylon clothes and accessories entirely to recycled material, and in 2021 he met the goal, with the brand producing more than 100 million yards a year of its Re-Nylon fabric from post-consumer plastic and waste. Other advances, like gains in reducing carbon emissions in its operations and supply chain, are more incremental and harder to communicate, he said.

But the jewelry line, Mr. Bertelli said, clearly "sends the signal to the customer that we need to challenge industries that are opaque."





► 22 novembre 2022 - N°43446



JENNIFER LORENZINI/REUTERS

Worth its wait
Lorenzo Bertelli, Prada's head of corporate social responsibility and the elder son of Miuccia Prada and Patrizio Bertelli, said Prada spent three years securing a supply chain with green credentials.



When gold is green
Clockwise from far left, a serpentine multicoil upper-arm bracelet made with flexible hidden hinges; a pendant of a heart puffed to the size of an apple; and earrings that ostensibly balk at minimalist jewelry trends.



The New York Times

Prada Focuses on Sustainability in 'Disruptive' Fine Jewelry Debut

The house says the collection, in certified recycled gold and ethically sourced pavé diamonds, is a first for a global luxury brand.



Lorenzo Bertelli, Prada's head of corporate social responsibility, said it took Prada three years to secure a supply chain with green credentials. Jennifer Lorenzini/Reuters

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By [Laura Rysman](#)

Nov. 21, 2022, 5:04 a.m. ET

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One of Prada's 10 custom-order designs from its Eternal Gold collection includes a pendant of a heart puffed to the size of an apple.

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A serpentine multicoil upper-arm bracelet (\$75,000), made with flexible hidden hinges, was inspired by Mrs. Prada's habit of clasping an armband around a sweater sleeve.

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Earrings from Prada's Eternal Gold collection are bigger and bolder than the more minimalist gold jewelry trends of today dictate, but, as Mr. Iwata said, "Mrs. Prada doesn't care about those kinds of conventions."

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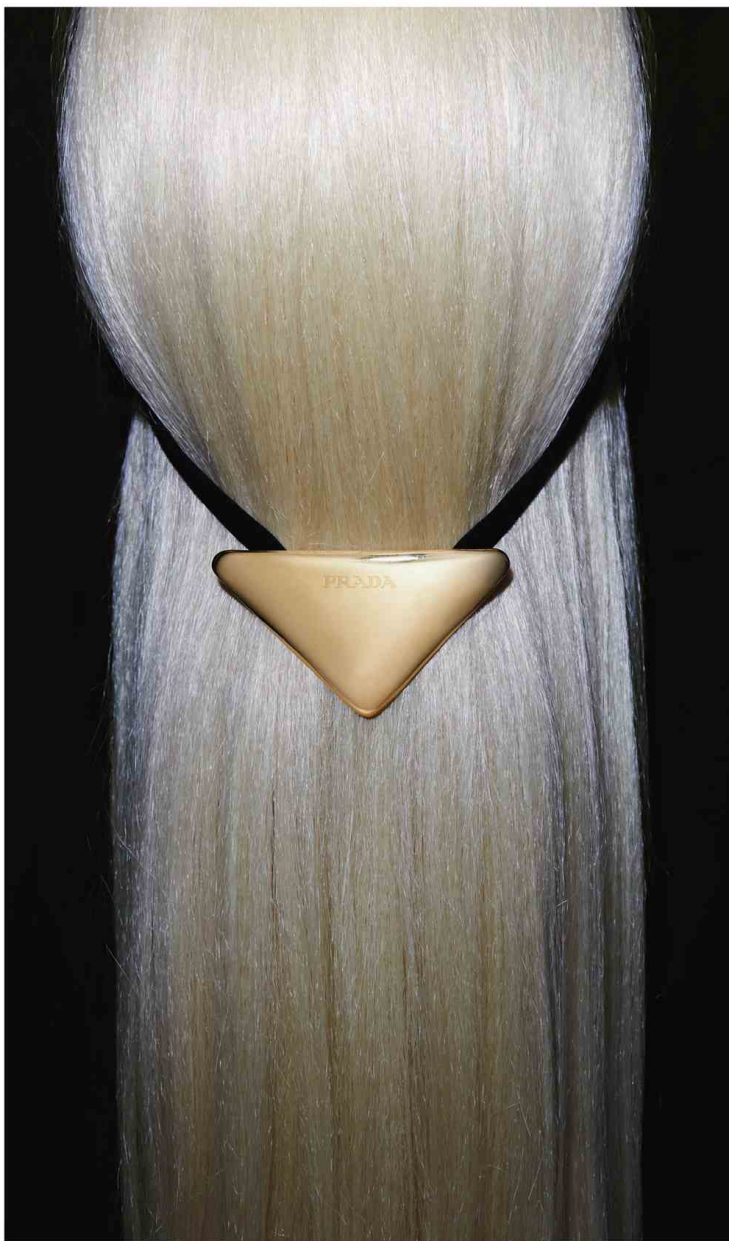
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Laura Rysman is a contributor to The Times and T Magazine, the Central Italy correspondent for Monocle, and the author of the Wallpaper Guide to Milan.



News / JEWELLERY



A midas touch

PRADA premieres a line of gold jewellery

RECENTLY, DURING A MORNING SPENT at storied arcade Galleria Vittorio Emanuele II in Milan, much that glittered and glowed was pure gold. Because it was here that Prada, the Italian power brand which itself was established in 1913 with the opening of a boutique on this very site, unveiled a new project. A debut collection of fine jewellery, Eternal Gold, as the offering has been christened, comprises 48 designs, a handful of which are made upon order.

These include the choker-style necklace featured here, made up of a black velvet band (its two tips end in two dinky Prada logo triangles cast from gold) and a sizeable triangle pendant. Much like a small sculpture, the geometric pendant is of a smooth finish and inviting to the fingertips. When it came to designing the collection, Prada's creative team, which is led by Miuccia Prada and Raf Simons, first drafted a list of what they call "jewellery archetypes" and featured traditional motifs – a heart, a snake – and shapes, such as a pair of hoop earrings or a chain necklace. These the brand now presents in a new guise and with innovative fabrication: made from 100 per cent Certified Recycled Gold, drawn from industrial gold, for example or post-consumer precious objects. Some creations feature gems – a triangular Prada cut of stone is new – and these too have been selected with sustainability at forefront of mind. Prada only works with suppliers who meet the highest industry standards when it comes to concerns such as human rights, environmental impact and labour safety. The provenance of diamonds, even stones that come in below 0,5 carats, can be traced to original mining and across cutting, setting and polishing.

Photography by LUCY SPARKS

"Eternal Gold comprises 48 designs, some made upon order"

Story by FELIX BISCHOF





GRAN BRETAGNA - THE SUNDAY TIMES STYLE - PRADA - 06.11.22



► 18 novembre 2022

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Iniziative

Prada punta sull'oro 100% certificato per il debutto della sua prima collezione dedicata alla fine jewelry

Eternal gold, come qualcosa di prezioso da custodire e destinato a durare nel tempo. Come un gioiello, appunto, ma anche come un materiale di riciclo al quale viene regalata nuova vita. Si tratta della prima linea di fine jewelry di **Prada**, presentata lo scorso ottobre e disponibile in alcune boutique worldwide della casa di moda di **Miuccia Prada** e **Patrizio Bertelli** oltre che online sul canale ufficiale del marchio. Gli unici modelli a fare eccezione saranno alcuni pezzi speciali made to order. Un

progetto che si sposa alla perfezione con il trend della gioielleria green (*vedere articolo di apertura*). «Si tratta della prima collezione di gioielleria davvero sostenibile di un marchio di lusso che utilizza oro riciclato certificato al 100%», ha spiegato a **MFF Timothy Iwata**, **Prada** jewelry director. «Il gruppo **Prada** è stato un

pioniere nella sostenibilità presentano il primo bilancio green dieci anni fa e il management è profondamente coinvolto in questo processo. Spinti da ciò abbiamo costruito la nostra collezione, realizzata in oro riciclato certificato, conforme agli standard della Chain of custody stabiliti dal **Responsible jewelry council**». Nello specifico, tutte le fasi e le realizzazioni della catena per la produzione responsabile di oro e diamanti impiegati, per la prima volta per questi ultimi anche al di sotto degli 0,5 carati, sono verificabili e tracciabili tramite la piattaforma **Aura consortium blockchain**, fondata dallo stesso gruppo **Prada** assieme a **Lvmh** e **Richemont** (vedere **MFF** del 21 aprile 2021) e che in un secondo tempo ha visto l'ingresso di **Otb**. «L'oro riciclato di Prada proviene esclusivamente da fonti di materiali riciclati idonei, tra cui oro industriale e oggetti preziosi post-consumo», ha poi ag-





giunto Iwata che ha seguito personalmente lo sviluppo dei temi della collezione. «La filosofia del marchio è stata tradotta sui gioielli, a partire dall'archetipo del triangolo che compare su ogni pezzo. Assieme al cuore, simbolo dell'amore, rivisitato in maniera contemporanea per rappresentare l'idea dell'amore

per la Gen Z, ma anche il serpente, simbolo della rinascita, che racconta in una forma stilizzata il concetto moderno di gioielleria». Tutti i pezzi sono stati prodotti in Italia tra l'area di Valenza e la Toscana, mentre i talent che hanno interpretato la collezione per la campagna sono **Amanda Gorman**, **Maya Hawke** e **Somi Jeon**. (riproduzione riservata)

Chiara Bottoni



L'adv dei gioielli di Prada



COOL

LIFESTYLE

Prada se estrena en la alta joyería con una colección inmortal de oro y diamantes

• [ANA MÁRQUEZ](#)

• 18 de Noviembre de 2022 | 13:33



Foto: [Prada](#)

[Prada](#) continúa a la cabeza en el mundo de la moda de lujo más de un siglo después de que su fundador Mario [Prada](#) abriera sus puertas en 1913. ¿Cómo lo ha conseguido? Arriesgando y triunfando. Este año, los actuales directivos de [Prada](#), [Miuccia Prada](#) y Raf Simons, han querido llevar la firma más lejos y terminan el año dando el **salto a la alta joyería con una pionera colección llamada 'Eternal Gold'**. Todas las piezas han sido fabricadas con **oro 100% reciclado certificado, algo inédito hasta**



entonces en el universo *high jewelry* y que responde a su actual política de sostenibilidad.

Foto: [Prada](#)

Oro 100% reciclado

[Prada](#) explica que «la colección se ha creado siguiendo prácticas sostenibles asociadas al lujo del s.XXI, junto con técnicas artesanales consagradas, y utiliza gemas y metales preciosos».

Foto: [Prada](#)

La colección 'Eternal Gold' se compone de brazaletes de serpientes, *charms* con forma de corazón, collares de cadenas y gargantillas de cintas. Cada una de las piezas presenta el ADN de [Prada](#).



Foto: [Prada](#)

Este collar de oro rosa reciclado con diamantes y nácar (7.500 €) **se inspira en un antiguo amuleto que siempre se ha utilizado en el mundo de la joyería como protección**. Se puede lucir de varias maneras gracias a un mecanismo deslizante interno.

Una colección inmortal

Tampoco podía faltar el icónico triángulo de [Prada](#), que aparece como cierre de broche en pendientes y colgantes. **Este sello distintivo de los baúles de Mario Prada, presentado por primera vez en 1913**, se reinterpreta con un diseño atrevido de líneas puras.



Foto: [Prada](#)

«El oro es el protagonista: un material eterno, antiguo, atemporal y siempre apreciado», expresa la propia casa para explicar que **la finalidad de la alta joyería es también la de pasar de generación en generación**, resistir al paso del tiempo y que sea inmortal.

Foto: [Prada](#)

La exquisita ejecución de los eslabones de este collar ofrece un lado liso y otro anguloso, similar a un triángulo. Timothy Iwata, director creativo de joyería de [Prada](#), puntualiza que **la colección nació con el propósito de dar «contemporaneidad y relevancia a las formas»**.





Con diamantes en pavé

Las piezas de la colección están elaboradas con oro 100% reciclado y van adornadas con diamantes en pavé. Todas ellas llevan sus certificados éticos y de calidad.



Foto: Prada

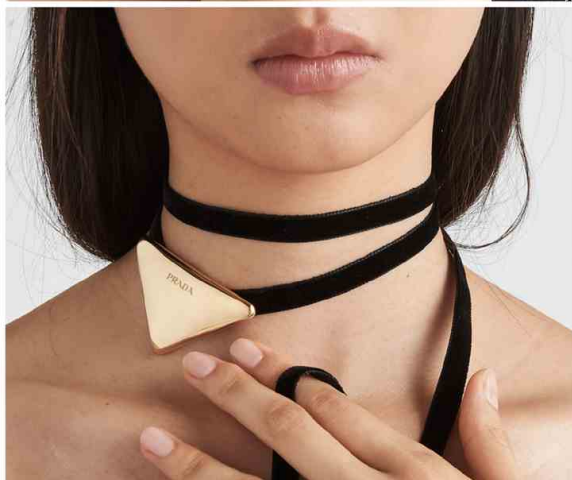


Foto: Prada

El triángulo se presenta acompañada de una elegante cinta de terciopelo, que representa «la tradición atemporal de la marca», detalla la firma.

Diseño minimalista



La serpiente, uno de los símbolos mitológicos más antiguos de la joyería, es una de las protagonistas de la colección 'Eternal Gold' y se presenta en forma de anillo y brazalete.



Foto: Prada



Foto: Prada





「根幹にサステナビリティを置くこと」— 持続可能なプラダのエターナルゴールドと は？【ジュエリーの作り手たち vol.3】



「リサイクルゴールドによって、永遠なるジュエリーの価値観を新解釈しました」



ハートチェーンブレスレット YG ¥6,800,000 (予定価格) / PRADA (プラダ
クライアントサービス) Photo: Courtesy of [Prada](#)

世界屈指のラグジュアリーメゾン、プラダ (PRADA)。モード
界の革新者たる魅力はあまりにも多彩だが、知性と洞察力、社会へのメッセージに満ちたクリエイションの核にあるのは、既存の体制に挑戦し続けるスピリットだ。

プラダ (PRADA) が今秋、いまだ閉鎖的なジュエリー
界に本格進出。グローバルラグジュアリーブランドとしては初めて、リサイクル
認証を取得したゴールドのみを素材とした、真にサステナブルなファインジュエリーコ



コレクション「エターナルゴールド」をローンチさせた。その誕生秘話をジュエリーデザイナーを務めるティモシー・イワタに尋ねた。

「ファインジュエリーとは世代を超えて受け継がれ、時の試練に耐えうる存在だという概念を宿します。私たちが意識したのは、初のジュエリーの根幹にサステナビリティを置くこと。プラダはビジネスのあらゆる面において、社会的・環境的に責任ある取り組みを実践しています。プラダ Re-Nylonが循環型ラグジュアリーへの移行を示したように、リサイクルゴールドによって永遠なるジュエリーの価値観を新解釈しました」



スネークアームブレスレット YG ¥8,300,000 (予定価格) / PRADA (プラダ クライアントサービス) Photo: Courtesy of [Prada](#)

デビューコレクションの存在意義は、ファインジュエリーの永遠性を讃えると同時に、最も重要な貴金属であるゴールドを再定義する点にあるとティモシーは強調する。「ゴールドは、業界のサプライチェーン全体に持続可能な変化を促す主役。使用されたリサイクルゴールドはすべて、RJC (Responsible Jewellery Council : 責任あるジュエリー協議会) が定めた CoC (Chain of Custody : 加工・流通過程の管理認証) 基準を満たすものです。プラダ (PRADA) は、扱うゴールドの100%がリサイクルされ責任を持って調達されたこと、紛争と関わりがなく社会的に配慮されたものであることを保証する、世界初のブランドとなりました」





チェーンブレスレット YG ¥6,100,000 (予定価格) / PRADA (プラダ
クライアントサービス) Photo: Courtesy of Prada

鍵を握るのは再生素材でばかりではない。業界に浸透する標準を革新し、社会の変化を反映するために、トレーサビリティ

とも向き合った。プラダ (PRADA) が運ぶゴールドとダイヤモンドの技術のすべては、ブロックチェーン

に裏打ちされたデジタル体験を通じて、素材調達から製品となるまでの全工程を検証・追跡可能だ。アクセスすれば、手にした品がたどった軌跡は一目瞭然。特筆すべきは、どれほど小さなダイヤモンドでも出所を把握できること。全サフ °ライチェーンに新たなレベルの透明性をもたらした。

「ダイヤモンド °の原産地情報の追跡は、従来、個別登録ダイヤモンドまたはG I A 証明書などが付属した0.5ct以上の認証済みダイヤモンドに対してのみ可能でした。

しかし、ダイヤモンド °シ °ユエリー消費量の約

8割が °ハ °ウ °エタ °イヤモント °で °ある業界事情を踏まえ、プラダ (PRADA) はエコシステム °パートナーとの互換性に °協力しながら、その壁に挑んだのです」

創業してほどなく、1919年にイタリア王室御用達の栄誉を授かったプラダ (PRADA)

。以来、口コ °には王家サウ °ォイア家の紋章とロープのデザイン

が組み込まれている。現在目にする口ゴ °を取り囲む逆三角形は、由緒あるロープ °をモチーフに考案されたもの。動きを表す三角形を逆向きに使ったテ °サインは、「常識を変えろ」と

いう反骨精神の表れた °。そんなコードがジュエリーへと姿を変えた。「創業者が °掲げた口コ °に由来する三角形は、コンセプ °チュアルで °言葉を必要としないアイテ °ンティティそのもの。シ °ユエリーテ °サインを司るのも、トライアングル °にほかなりませ

ん。古典的なジュエリーのテーマを現代的な視点で再解釈したものがプラダ初のファイ °ンジュエリーなのです」

業界に意識革命をもたらすプラダ (PRADA) の挑戦は、幕を開けたばかり。黄金色に艶めくアイコンックなトライ



アングルが、持続可能でエターナルな輝きの証として世界的に認識される日は近いはずだ。

