

VMAGAZINE

PRADA’S LATEST ‘ETERNAL GOLD’ FINE JEWELRY COLLECTION WELCOMES FOUR NEW STYLES

Add a touch of pink to your jewelry collection with these
gorgeous new pieces

Text by Lova McKnight



Text:

Following the release of the brand’s latest fine jewelry collection, aptly titled ‘Eternal Gold’ for its use of 100% recycled gold, Prada has dropped four new pieces to complete the line.



Courtesy of Prada

While the original launch saw a series of stunning pieces made from white and yellow gold, this extension of the collection sees new items crafted in stunning rose or pink gold.



Courtesy of Prada

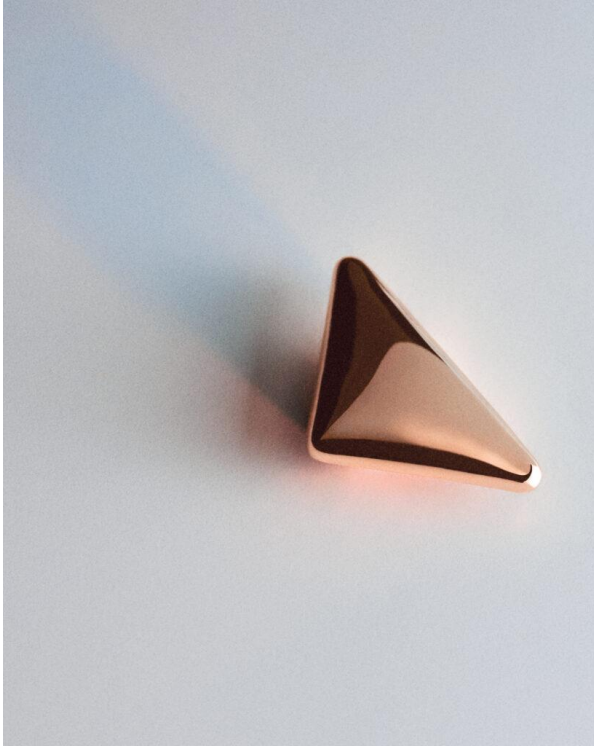


Courtesy of Prada

Embracing a minimal, modern design, the Eternal Gold necklace in pink gold with a mini triangle pendant features a sleek version of the absolutely iconic Prada triangle which shines a new light on the brand’s brilliant heritage. The necklace is also available with a smaller, nano triangle pendant.



Courtesy of Prada



Courtesy of Prada



Courtesy of Prada

The Prada triangle is seen again in a small pink gold brooch and a pair of pink gold stud earrings, while a stunning pink gold mini version of the Eternal Gold snake ring complements the collection.

To shop the complete collection of Prada Fine Jewelry, head to prada.com.

Interview

Prada's Pink Gold Jewelry Has Us Dreaming of Montauk and Linen

By [Mekala Rajagopal](#) and [Chloe Shaar](#)

September 4, 2023



Pieces from the new Prada Fine Jewelry Eternal Gold collection in pink gold.

There's something about getting hot and sweaty while scantily dressed and delicately bejeweled that we're going to miss. As summer comes to a close, our editorial assistant Mekala Rajagopal and editor-in-chief's assistant Chloe Shaar dream of Hamptons romps and outdoor dining in [Prada's](#) new Eternal Gold fine jewelry.

MEKALA RAJAGOPAL: Pink gold is like the grown-up version of rose gold.

SHAAR: It's lovely for the end of summer. The ring is super cute.

RAJAGOPAL: I love a skinny necklace. This is definitely late-summer nostalgia. I'm in Montauk in a white linen button down. Sheer, no pants. Body oiled down.

SHAAR: It's a beach day moment. I have my sandals and I have my pink gold jewelry, and my rosé to match.

RAJAGOPAL: In my Birkenstocks. I'm wearing my triangle crochet Prada bag. My hair is slicked back.



SHAAR: Heavy on the crochet. I'd wear two of the earrings in the same ear and rock the necklace with it. That's what I like about the Prada triangle.

RAJAGOPAL: That would be cute.

SHAAR: Or even a triangle nose piercing. I would love the ring as a thumb moment with other big pieces.

RAJAGOPAL: I'm into a pinky ring with a pinky watch.

SHAAR: I just Depop-ed one of those! Those are my favorite fingers for rings. And the necklace is good for layering.

RAJAGOPAL: what would you wear with them?

SHAAR: I'd do big boots, jean shorts, button-down top.



RAJAGOPAL: We're feeling the buttons. Maybe even triangular buttons.

SHAAR: Or even a little summer dress.

RAJAGOPAL: We're mourning the end of summer even though it's really not the end.

SHAAR: When September comes along it feels like the end, spiritually. But she's crispy enough for fall. She's fresh. She can be a fall baddie in her pink gold jewelry.

RAJAGOPAL: Right. I'd wear this to a corporate steakhouse dinner. Is that a thing? But make it outdoors.

SHAAR: She's versatile. She's a woman of the world.

F L A U N T

PRADA | FINE JEWELRY
ETERNAL GOLD COLLECTION

LUSTROUS, TIMELESS, AND SUSTAINABLE

Written by Cerys Davies



Text:

The coveted shine of gold, historically the most sought out metal, has been reinterpreted by **Prada's** newest collection, **Eternal Gold**. The ideas of eternity and sustainability are the driving force of this campaign as each item is made from 100% certified recycled gold. Alongside artisanal techniques and other valued gems, the collection embraces the continual adoration of this coveted metal.



The notorious Prada triangle is essential design to the design of every piece within the collection. The designs consist of various timeless pieces that are meant to last an eternity. Chain necklaces, snake bracelets, triangular earrings and ribbon chokers are a few of the perpetually popular designs. Embracing the qualities of strength and passion, elements of each piece, like oversized triangle and heart pendants, create an impact on every wearer. In a celebration of summertime and continual appreciation of the eternal gold, Prada adds four new styles made of pink gold to the collection.



HAUTE LIVING

Prada Introduces Pink Gold To Its Eternal Gold Fine Jewelry Collection & They’re Perfect For Summer

by Adrienne Faurote

Text:

Last fall, Prada debuted its first-ever fine jewelry line, Eternal Gold. The collection was the first truly sustainable fine jewelry collection by a global luxury brand using 100% certified recycled gold. Prada’s jewelry is embedded in sustainable practice that informs twenty-first-century luxury, alongside time-honored artisanal techniques and precious gems and metals.

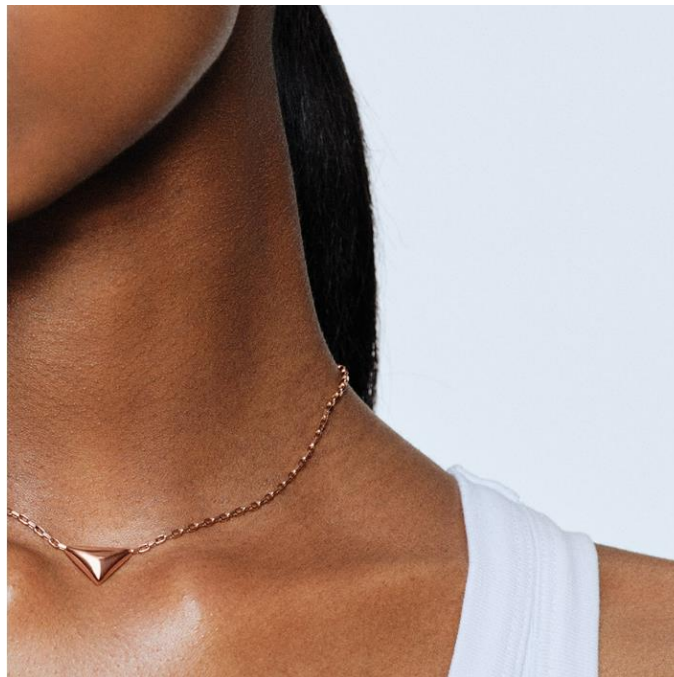
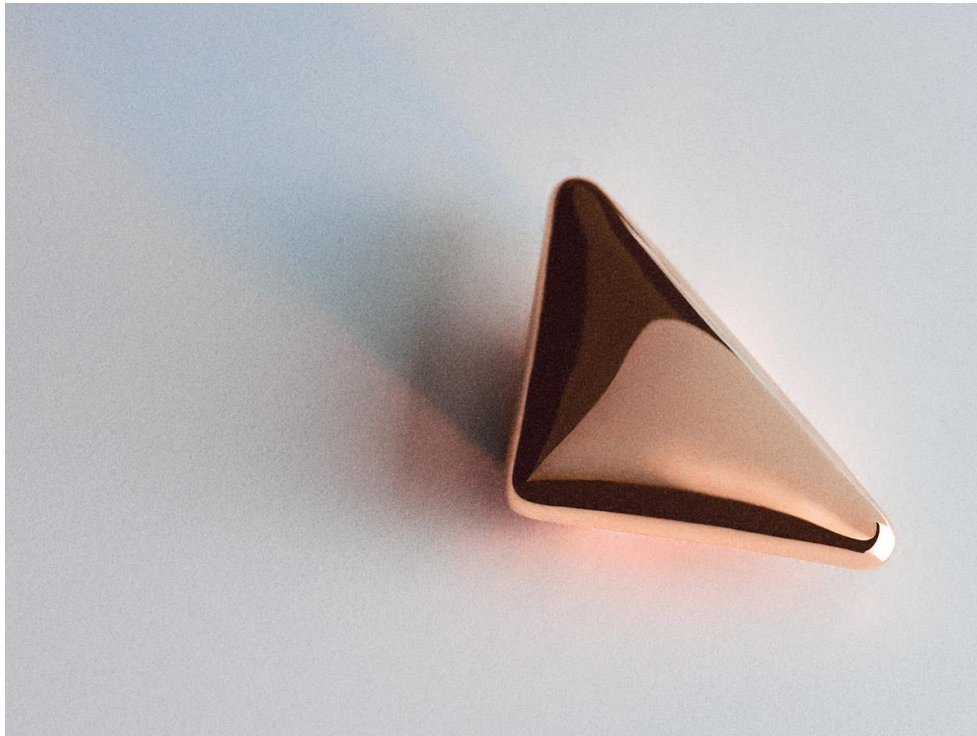


Photo Credit: Courtesy of Prada

Now, this summer, Prada Fine Jewelry has just launched four new exquisite new styles as part of their highly coveted Eternal Gold collection. Perfectly timed for the summer season, these stunning pieces are crafted in lustrous pink gold, adding a touch of elegance and romance to any ensemble.



Eternal Gold nano triangle mono earring in pink gold, \$895; [click here to purchase](#).

Photo Credit: Courtesy of Prada

The Prada Eternal Gold Nano Triangle Mono Earring in Pink Gold is a stunning piece of jewelry that exudes elegance and sophistication. Crafted with meticulous attention to detail, this exquisite earring showcases Prada's commitment to quality and craftsmanship. The dainty triangle design in pink gold adds a touch of femininity and modernity, making it the perfect accessory for both everyday wear and special occasions. Versatile and effortlessly chic, this mono earring is a true statement piece that will elevate any ensemble.

HauteLiving.com – Prada Introduces Pink Gold To Its Eternal Gold Fine Jewelry Collection & They're Perfect For Summer
<https://hauteliving.com/2023/08/prada-introduces-pink-gold-to-its-eternal-gold-fine-jewelry-collection-theyre-perfect-for-summer/734566/>

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Eternal Gold necklace in pink gold with nano triangle pendant, \$2,100; [click here to purchase.](#)

Photo Credit: Courtesy of Prada

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Photo Credit: Courtesy of Prada



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AUTORE :Maria Giulia Riva



Bracciale made to order della collezione *Eternal Gold*, PRADA FINE JEWELRY; tubino, PRADA.
Nella pagina accanto Bracciali in oro bianco, giallo e rosa con pavé di brillanti, anello in oro rosa e pavé di brillanti, tutto CRIVELLI; blusa in seta sheer e pantaloni, HIGH EVERYDAY COUTURE.

