



Eternal Gold Large  
Pendant Necklace  
Price upon request.  
prada.com

# LUSTER ALLA MILANESE

Prada, ever the innovator, made a splash with the recent debut of its first fine jewelry collection, Eternal Gold. The twist? Each piece is cast entirely of certified recycled gold from industrial and postconsumer sources, all traceable with blockchain technology. And while you'll come for the sustainability, you'll stay for the glamour. The triangle—conceived in 1913 by the brand's founder, Mario Prada, as a hallmark on steamer trunks and imagined here as an outsize pendant—is synonymous with the house's legacy. With this new gold standard, Prada continues to lead the way. —Camille Okhio

Photograph by Pippa Drummond | Styled by Tessa Watson



IT'S VOGUE LIFE

# Go Green

Ο οίκος Prada εφαρμόζει την ηθική και βιώσιμη παραγωγή και στη νέα του συλλογή κοσμημάτων.

ΑΠΟ ΤΗ ΝΑΓΙΑ ΠΟΥΛΤΙΔΟΥ



**PRADA**

ΓΙΑ ΤΩΡΑ ΚΑΙ ΓΙΑ ΠΑΝΤΑ

[prada.com](http://prada.com)

**Η ΔΕΣΜΕΥΣΗ ΤΗΣ PRADA** για ηθική και βιώσιμη προσέγγιση σε όλους τους τομείς της παραγωγής της αντικατοπτρίζεται και στη συλλογή κοσμημάτων Eternal Gold που, όπως αποδεικνύει και το όνομά τους, δημιουργήθηκαν με στόχο τη διαχρονικότητα. Βασισμένη στο πολύτιμο μέταλλο, η unisex συλλογή συνδυάζει πολυτέλεια και παλική δεξιοτεχνία και αποτελείται από δαχτυλίδι, κολιέ, βραχιόλι, σκουλαρίκια και καρφίτσες σε κίτρινο, ροζ και λευκό χρυσό, σε σχήμα φιδιού ή στο κλασικό τρίγωνο που έχει γίνει συνώνυμο του brand. Ο χρυσός είναι 100% πιστοποιημένα ανακυκλωμένος και πληροί τα πρότυπα Chain of Custody που ορίζει το Responsible Jewelry Council, ώστε κάθε στάδιο της αλυσίδας παραγωγής να είναι ανιχνεύσιμο. Το brand συνεργάζεται αποκλειστικά με προμηθευτές πολύτιμων μετάλλων και λίθων που διασφαλίζουν τις σωστές συνθήκες εργασίας των υπαλλήλων, την επιχειρηματική ηθική και την προστασία του περιβάλλοντος. ■

ΟΚΤΩΒΡΙΟΣ 2023



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<https://thepuristonline.com/2023/09/pradas-new-gold-standard/>

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AN ADVENTURE IN WELLNESS

## Prada's New Gold Standard

Sustainable elegance from the legendary  
fashion house.

By Julia Szabo



[Prada](#) Fine Jewelry Eternal Gold made-to-order snake bracelet, price available upon request. Photo courtesy of [Prada](#)





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### **Text:**

The Milanese marque recognized worldwide since 1913 by its triangular logo, [Prada](#) has always maintained one elegantly shod foot in the fashion arena and the other in the art world, showcasing contemporary artists at its Fondazione [Prada](#) and commissioning buildings as art by visionary architects. Now, with the launch of Eternal Gold—its first-ever fine jewelry collection—last fall, [Prada](#) marries conceptual art and architecture with thought-provoking results.

Everything historically precious about fine jewelry is on display in this collection: symbols of eternal love's power in the form of snake bracelets, heart motifs, chain necklaces and ribbon chokers, with precious gems for punctuation. This being [Prada](#), the symbolic classics of luxury adornment are reimagined with modern, impactful proportions and a timeless glamour, creating the wearable jewelry of the future, available today.

Eternal Gold provides an opportunity for luxury consumers to ponder where jewelry comes from, and its impact on our shared home planet. The provenance of each item in the collection will be accessible by [Prada's](#) clientele, allowing them to trace its history for themselves: Such transparency on origins, sourcing and production is rare indeed, and proof that [Prada](#) is as committed to doing the right thing as it is dedicated to the highest quality craftsmanship.

Conceived as a mark of luxury by Mario [Prada](#), the house's paterfamilias, now reborn in 100 percent certified recycled gold, the iconic [Prada](#) triangle is recognizable throughout this collection, reinvented with subtlety to convey sustainability and luxury in equal measure. The triangle appears as a clasp closure, as earrings and pendants, and as the head of a snake bracelet encircling the wrist with a fluid spiral motion. [prada.com](#)

