

PRADA GROUP TO HOST “SHAPING A SUSTAINABLE DIGITAL FUTURE”

A SECOND EVENT IN PARTNERSHIP WITH YALE SCHOOL OF MANAGEMENT AND POLITECNICO DI MILANO SCHOOL OF MANAGEMENT

The conversation will focus on digital innovation and sustainability

Milan, July 25th 2018 – Prada Group will host “Shaping a Sustainable Digital Future” in Milan on 20th November 2018 at Fondazione Prada, in partnership with Yale School of Management and Politecnico di Milano School of Management. The event will be the second edition of Prada Group’s “Shaping a Future” cultural conversations.

Prada Group is committed to driving the dialogue around sustainability, business, and society by bringing together prestigious institutional, academic, and business minds to create powerful and stimulating discussions. “Shaping a Sustainable Digital Future” will explore the large impact and implications of digitalization on business and societal sustainability.

Following the 2017 conference, which focused on the interplay between sustainability, creativity and innovation, on November 20th 2018, representatives from leading businesses and institutions will meet with students to discuss how digitalization contributes to a sustainable development and the risks of digital technologies in terms of sustainability.

Ahead of the conference, the two Schools of Management respectively launched a student contest in which participants are asked to develop new concepts and ideas to contribute one of the two round tables to be held at the event in Milan.

The conference will be live-streamed on www.pradagroup.com; the event’s agenda and the speakers will be made available online in a dedicated section soon.

To join the conversation on social media, please follow **#sustainabledigitalization**

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PRADA Group

About PRADA Group

The PRADA Group (HKSE Code: 1913) is a world leader in the luxury goods sector where it operates with the Prada, Miu Miu, Church's and Car Shoe brands in the production and distribution of luxury handbags, leather goods, footwear, apparel and accessories. The Group also operates in the food sector with Marchesi 1824 and in the eyewear and fragrance segments, under licensing agreements, applying the same criteria of excellence and high quality. Its products are sold in 70 countries worldwide through a network that includes 625 directly operated stores (DOS, at 31 December 2017) and a select network of luxury department stores, independent retailers, e-tailers and franchise stores.

About Yale School of Management

The mission of the Yale School of Management is educating leaders for business and society. The school's students, faculty, and alumni are committed to understanding the complex forces transforming global markets and using that understanding to build organizations—in the for-profit, nonprofit, entrepreneurial, and government sectors—that contribute lasting value to society.

About Politecnico di Milano School of Management

The School of Management - SoM - was established formally in 2003 and groups together MIP (the Graduate School of Business founded in 1979) and DIG (the Department of Management Engineering - Dipartimento di Ingegneria Gestionale), established in 1990, bringing together all research and education operations in the field of management, an area of major importance at PoliMI, with our MSc in Management Engineering being taught since 1982. In 2007, the School of Management first achieved the prestigious EQUIS accreditation (European Quality Improvement System) and joined the circle of around the 140 leading business schools accredited by EFMD (European Foundation for Management Development). In 2009, the School was included for the first time in the Financial Times rankings of top European Business Schools.

