

PRADA LINEA ROSSA FALL/WINTER 2020 THE COLLECTION

Innovation, experimentation, evolution. For Fall/Winter 2020, Prada Linea Rossa continues to develop its ideology of forward-looking and forward-thinking clothing, fusing technological invention, function and style. Clothes that are shaped by their utility and use, always engineered to the needs of life. Tools for living.

This season, Prada Linea Rossa introduces EXTREME-TEX, a new three-layer fabric researched and developed exclusively by Prada over a three year period. Born from a desire to combine the vanguard of textile technologies with sustainable production practices, EXTREME-TEX is composed of recycled polyester, manufactured using non-polluting processes - fluorocarbon and organic and toxic pollutant-free during the process of waterproofing. Lightweight yet structured, with an internal membrane of graphene-based polyurethane, EXTREME-TEX is water-repellant and durable. In addition, EXTREME-TEX thermoregulates body temperature, favoring perspiration, with antibacterial properties fused to the fibres. It is a material that offers protection not only for the body, but also the environment. In its emphasis not only on new life raw material, but on responsible processes throughout the chain of its manufacture, development and creation, EXTREME-TEX is an anticipation of how textile can be produced for the future.

EXTREME-TEX debuted in the Fall/Winter 2020 Prada men's and women's runway shows - cut into overcoats for men and t-shirt shapes for women, demonstrating the extreme versatility of this unique fabric. Offered in two weights - EXTREME-TEX and EXTREME-TEX LIGHT - it is the leitmotif of the collection, synced with inspirations of use, function, need.

The Prada Linea Rossa FW20 collection for men and women propose a metropolitan wardrobe of dynamic clothing. This is an urban uniform, inspired by sports and survival, geared towards movement, lightness and ease. Black and Linea Rossa Red dominate the colour palette, a thread of distinct and immediate visual identification connecting the methodology of these highly-technical performance garments. EXTREME-TEX is combined with stretch jersey, nylon and tech-knit - there is a focus on sustainability and the use of regenerated yarns through the whole collection. Menswear emphasises silhouette with lightweight padding and generous squared cuts: womenswear disrupts the language, introducing highly feminine colours - powder pink, celeste blue, yellow, fluoro cerise - and abbreviated silhouettes.

In an unexpected translation, the Prada FW20 men's and women's fashion shows introduced a new idea to Linea Rossa: garments with traditional styling quietly revolutionised with a Linea Rossa signature, of innovative material processes. The use of EXTREME-TEX in men's overcoats and trousers and women's t-shirt shapes create a new paradoxical hybrid - techno classics - that is quintessentially Prada. Shoes and accessories are unisex - points of emphasis. Sneakers, knit and bucket hats and gloves striated with the Linea Rossa, a badge of identity, a stamp of meaning.

#PradaLineaRossa

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