

## **Prada like Hermès, the brand's global value increases by 20% in 2021**

Interbrand ranking

Lorenzo Bertelli: «Economic data and commitment to sustainability rewarded»

**Giulia Crivelli**

«We are attempting to be lucid and objective in evaluating our results and perhaps we are too strict at times: we focus on the mistakes, both minor and not, and less on the successes. It is also for this reason that such a positive judgement as that by Interbrand, which is external to the group, is an important achievement». These are the comments of Lorenzo Bertelli, Prada Group Marketing Director and Head of CSR, on the Best Global Brands 2021 ranking, which every year indicates the hundred brands (and associated companies) valued the highest in the world. There are three Italian brands present, all high-end: Gucci, Ferrari and, as mentioned, Prada, whose value is estimated at 5.4 billion dollars, with a growth of 20% compared to 2020. In the luxury segment, only Hermès has had the same upswing: Gucci has “only” grown by 4%, Chanel by 6%, Cartier by 9%.

«Putting the sales and profitability data of quoted companies in ascending order is quite a simple exercise. For over 30 years now, Interbrand has used and perfected an increasingly highly structured methodology» – explains Lidi Grimaldi, Managing Director for Italy of Interbrand –. «In the end we associate the brands with a figure in millions or billions of dollars, but this increases or decreases thanks to evaluations of many intangible aspects».

Giving an economic value to non-economic values, we could say. «In reality, I believe it is very important to take a cultural leap» – underlines Bertelli, the son of the founders of the Prada group –. «Investments in environmental sustainability, diversity and inclusivity within the staff, those in training, including digital, are not products to sell alongside the clothing and accessories collections, of course. But in the medium and long term they make companies and brands stronger, in relation to employees, consumers and investors».

There are the same names on the Interbrand podium in 2021 as in 2020: Apple, Amazon and Microsoft, followed by Google and Samsung. Technology is in first place for the average economic value of the brands and it is the sector that has registered the highest average value increase (+23%). It is no surprise that Prada – and other leaders in the sector – are investing a great deal in technology: «the challenge lies in using every digital tool to the best of our abilities, without ever being subjugated by them» – concludes Bertelli –. «This also means training everybody, taking advantage – and why not? – of the great drive towards digitisation that Covid has prompted in all of us, irrespective of our age and the type of work. The most recent example for Prada is the birth of the Aura consortium to promote blockchain technology in the luxury sector. We founded it in April together with Lvmh and Richemont; ten days ago the OTB group joined us. Technology must break down barriers, not build them».

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The complete Interbrand ranking

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