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Books Details:

Title: Prada
Author:
Released:
Language:
Pages: 704
ISBN: 888702944X
ISBN13: 9788887029444
ASIN: 888702944X

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Description:

Prada is the first book that documents three decades of ground-breaking fashion, architecture, film and art by the Prada company, including the work of the design studio and the workshop; extensive creative partnerships with photographers, designers, architects and film directors; and large scale architectural commissions, the Fondazione Prada, and the development of a new museum.

Among the many features of this rich innovative book with its thousands of images are a photo-essay by renowned photographer Brigitte Lacombe, stills taken from short films documenting the craftsmanship of the factory, images of the unique fashion show environments, an overview of all Miuccia Prada's collections with thumbnail pictures of 3,885 different looks," collages of the most influential shoe and bags, photographs of the final product on the runway, celebrated store designs in New York and Los Angeles by Rem Koolhaas/OMA and in Tokyo by Swiss architects Herzog & de Meuron, a film

collaboration with director Ridley Scott, Koolhaas's radical Prada Transformer" pavilion in Seoul, costume designs for a Japanese manga heroine, Prada found on the street and celebrities photographed on the red carpet, and blogs expressing the almost fanatical devotion of lovers of the brand.

Prada both chronicles and epitomizes the achievements of one of the world's most influential and enlightened fashion and design companies.

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