



NYLON *forever*

Forty years ago, Miuccia Prada elevated technical nylon to a luxurious fabric. This autumn, the fashion house revisits the material in a collection designed by six luminaries in the fields of architecture and design. / JAN TOMEŠ

The singular guarantee that Miuccia Prada always gives her audience is that each and every season is a 180-degree creative turn from the previous one. Last year's collection of corduroy and colourful Scandinavian knitwear is thus a world away from the current spring / summer season inspired by Japanese manga comics. These seemingly contrasting visions, nevertheless, have a common denominator – the former military-use polymer known as Pocone nylon, a material that spans the brand's entire modern-era history. This year, Prada is not only using it to make the backpacks and bags which that, during the 1980s, transformed the family firm into a trendsetting global brand. The new limited-edition line called Prada Invites has entrusted the material to no less than half a dozen of the world's most creative talents – the architects Rem Koolhaas and Jacques Herzog & Pierre de Meuron as well, as designers Konstantin Grcic and the brothers Roman and Erwan Bouroullec.

PHOTO: WILLY VANDERPERRE

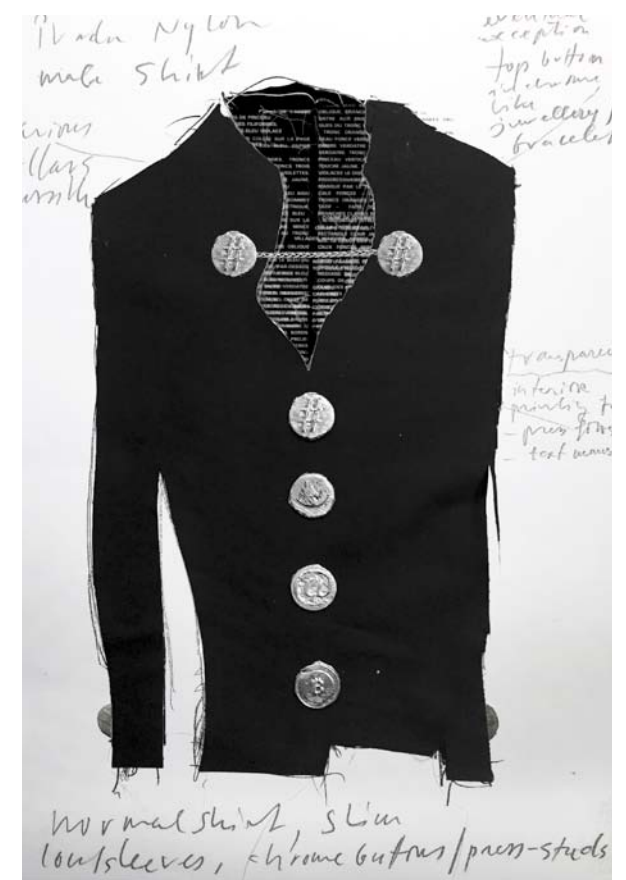


KONSTANTIN GRICIC has revamped Joseph Beuys' famous fishing vest – which he loves for its practicality – developing the archetype into more abstract designs christened *Apron* and *Hood*, which share the idea of nylon as a functional material. After all, Grcic made his name designing simple and practical products for brands such as Nespresso, Muji, Vitra and Cassina, earning him many awards and a reputation for innovative minimalism.



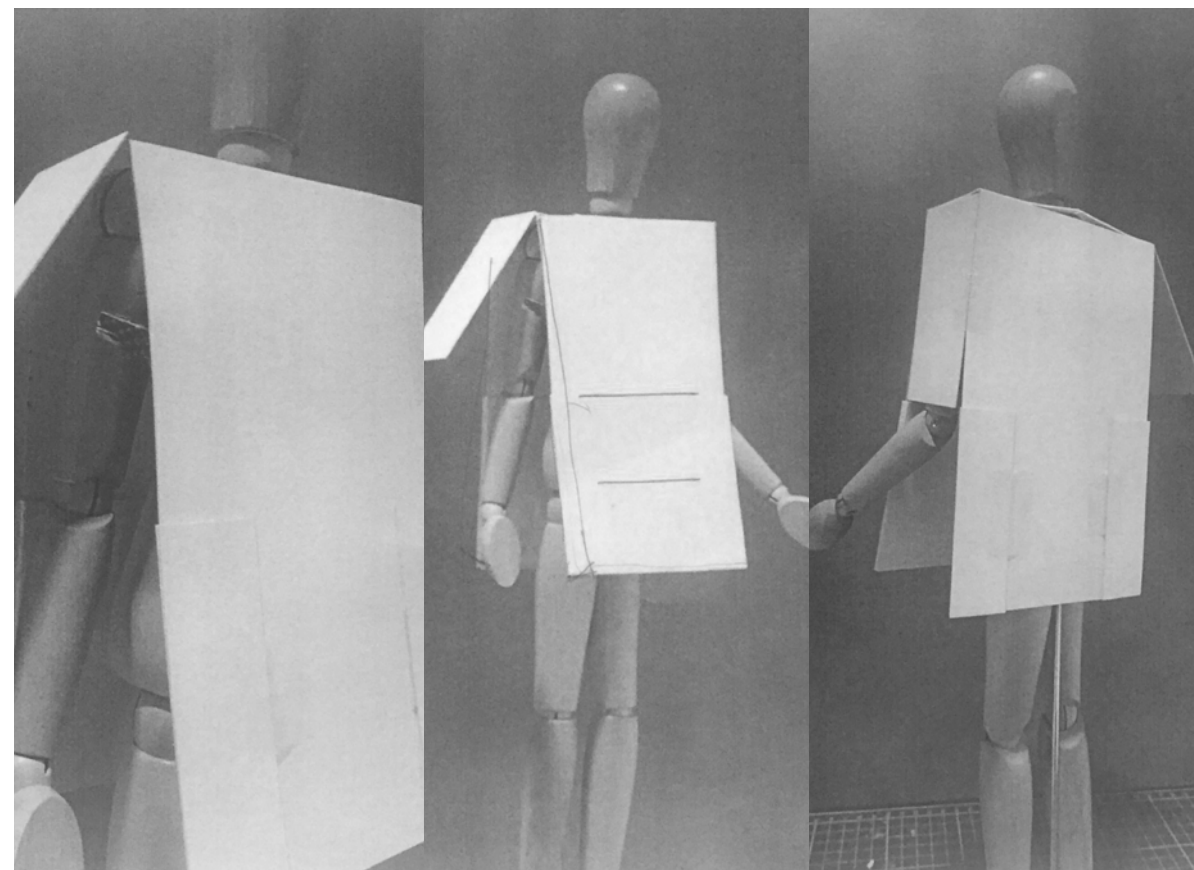


HERZOG & DE MEURON chose language as their theme. In their opinion, it has lost its sovereignty, its power to persuade people with argument or to enchant them with the poetry of words. They have contributed a T-shirt, a men's shirt and a coat to the collection, all featuring printed text deprived of meaning that you one may perceive as mere design, pattern or decoration. The legendary Swiss architectural duo previously designed Prada's Aoyama department store in Tokyo. Their other architectural works include the Tate Modern in London, the Pérez Museum in Miami, and the Elbphilharmonie Hamburg concert hall.





REM KOOLHAAS will be familiar to fans of the Prada fashion house, since every season his architectural studio arranges the spaces where Prada presents its collections every season. The studio is also behind the designs of the New York Prada boutique and the Fondazione Prada exhibition spaces in Milan. Rem Koolhaas brings to the collection a rucksack featuring a number of compartments sized to fit the kind of devices that are essential for modern life. It is carried on the front, making its contents accessible to the wearer at all times.





RONAN & ERWAN BOUROULLEC revisited their student days for their contribution to this project. They conceived a line of shoulder bags featuring an inside pocket and gusset that come in a variety of colour combinations. "We've always liked the profiles of people – architects, painters and students – walking around holding art folders; the movement of that rectangle, its clear-cut, fixed geometry contrasting with the moving body," said the creative duo who, for over twenty years, have been designing for prestigious brands including Artek, Ligne Roset, Kartell, and Hay.

