#PRADAgo

2023 Design & Product Development Case Study

#PRADAgo is a collection of bags designed using AI-technology to minimize prototype waste.

CONTENTS & SUMMARY

For Prada, there is comfort in black nylon. When Miuccia Prada initially began designing bags made of Pocono nylon, it had really only been used in industrial and functional contexts. Adapting to the young modern consumer's interests post-pandemic, #PRADAgo is an extension of the Prada brand grown out of Gen-Z's newfound appreciation for the outdoors and sustainable design practices. Emplementing Artificial Intelligence will drive a luxury brand towards a more successful and eco-friendly future.

ZEITGEIST

The post-pandemic future will see a stronger future of care emerge.

People will seek products, services, and environments that help them take better care of each other, themselves, and their belongings, and they will adopt flexi-lifestyles to prioritise this. According to WGSN, creating products that help people manifest their best, most balanced life into being, and to maintain it in the future will drive purchases. Long-lasting garments with minimal environmental impact will be the most desired. Seeking greater well-being, consumers will desire garments that provide ease of care through quality and materiality and greater functionality through thoughtful and modular design, detachable elements, and pockets. With the increasing working women population, the manufacturers of luxury handbags are developing handbags fortified with mobile holders, laptop sleeves, and key holders that provide a luxury feel without compromising the quality.

Consumers care that the design and production of these products involve minimal waste.

BRAND OVERVIEW

When Miuccia Prada introduced her now iconic nylon bag in 1984, she was making a radical statement. She found her answer in Pocono nylon, an industrial fabric that was used to make military products, like parachutes and tents. The material wasn't precious; it was practical. Nylon was everything that the world of luxury opposed.

Prada's **Re-Nylon** launch in 2019 has merged the material with cutting-edge technology, recycling waste into ECONYL® regenerated yarn. Nylon's technical and utilitarian connotations put it **in favor of the streetwear crowd and Gen-Z consumers**.

For Prada, there is comfort in black nylon. In 2015, a Reuters analysis urged Prada to "focus less on new stores and more on new handbags." In 2022, the brand faces some of the same criticisms. "We keep saying that Prada's over, but now it's beyond over," says critic Philippe Pourhashemi. "**[Prada has] become very repetitive...it's become very one-dimensional...**I don't find it that interesting any longer," agrees Eugene Rabkin on the Style Zeitgeist Podcast.

CUSTOMER

Gen-Z has developed a newfound appreciation born out of the pandemic for incorperating nature into their lifestyles and long-term hobbies. Camping and hiking influences are brought closer to the mainstream consumer. **The most "plugged in" generation now cares more than ever about environmental issues and the climate crisis.** The Great Outdoors boom that sprung from the pandemic is long-term. Consumers will continue to seek out and invest in the functionality and quality of high quality of outdoor apparel and accessories. As the trend evolves, Gen-Z will seek out sustainable ways to create personality by trading neutral tones and traditional designs for maximalist styles and bold color blocking.

STRATEGY

MINIMIZE PROTOTYPE WASTE,
DESIGN WITH ARTIFICIAL INTELLIGENCE.

In order to drive a luxury brand towards a successful future, they must adapt to sustainable and technological design practices. In using artificial intelligence (AI), Prada would be able to design more efficiently. #PRADAgo introduces **a new approach to design development through renderings produced by DALL-E 2**. By requesting certain inspirations or details in a written description, the AI can generate remarkable mock-ups in less than a minute.

DALL-E design
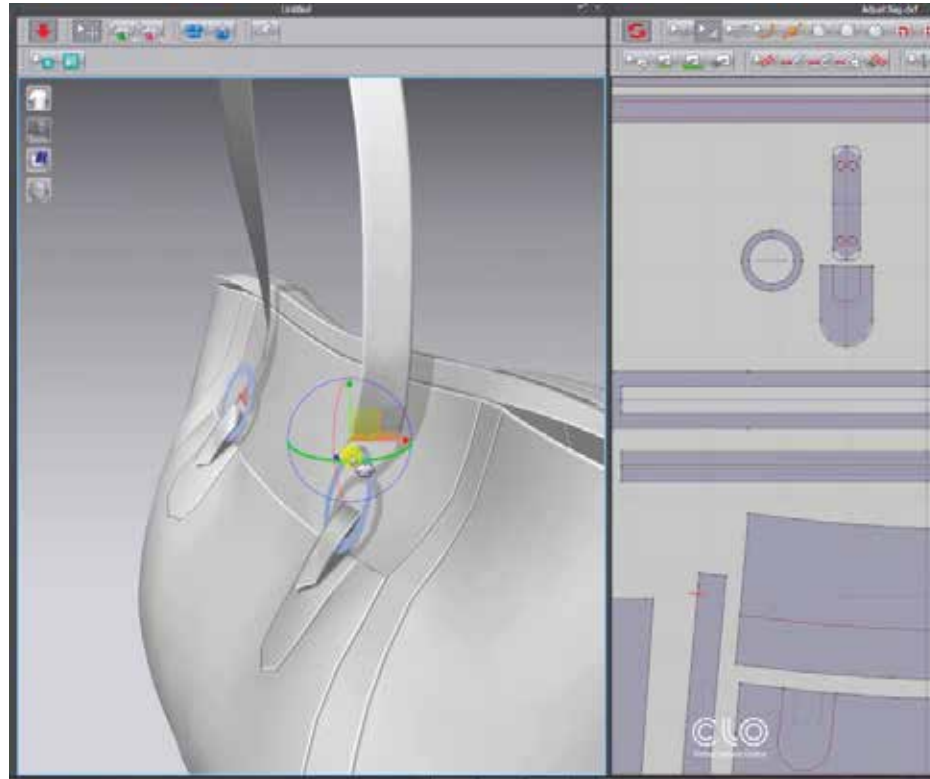
3D prototype

Production

By going digital, Adidas was able to eliminate close to 1.5 million physical samples between 2010 and 2013.

In beginning with an AI-generated design, designers and merchandisers will be able to better visualize designs and line plans sooner. Because of this, integrating digital AI prototyping in the design process will **reduce the number of samples**. Being able to communicate designs more accurately from the start will speed up development times, lower costs, and minimize waste.

INPUT ➡️ "Photograph of a new luxury designer **Prada bag** designed by Miuccia Prada **made from recycled neon climbing rope and nylon**, with several **modular pockets inspired by climbing gear**, increased **functionality** and **durability**, and **triangular design**, on a white background"

⬅️ **RESULT**

Design details:
Recycled nylon and polyester for accessories and modular bags provide lightness and resistance. Practical styles including elevated clip-on, clip-off accessories and bags with modular pockets provide storage solutions and allow easy access for equipment. Performance and protective qualities should be emphasized.

PROCESS
DESIGN DETAILS

Crocheted netting

PU-coated cotton

Gore-Tex

Nylon webbing

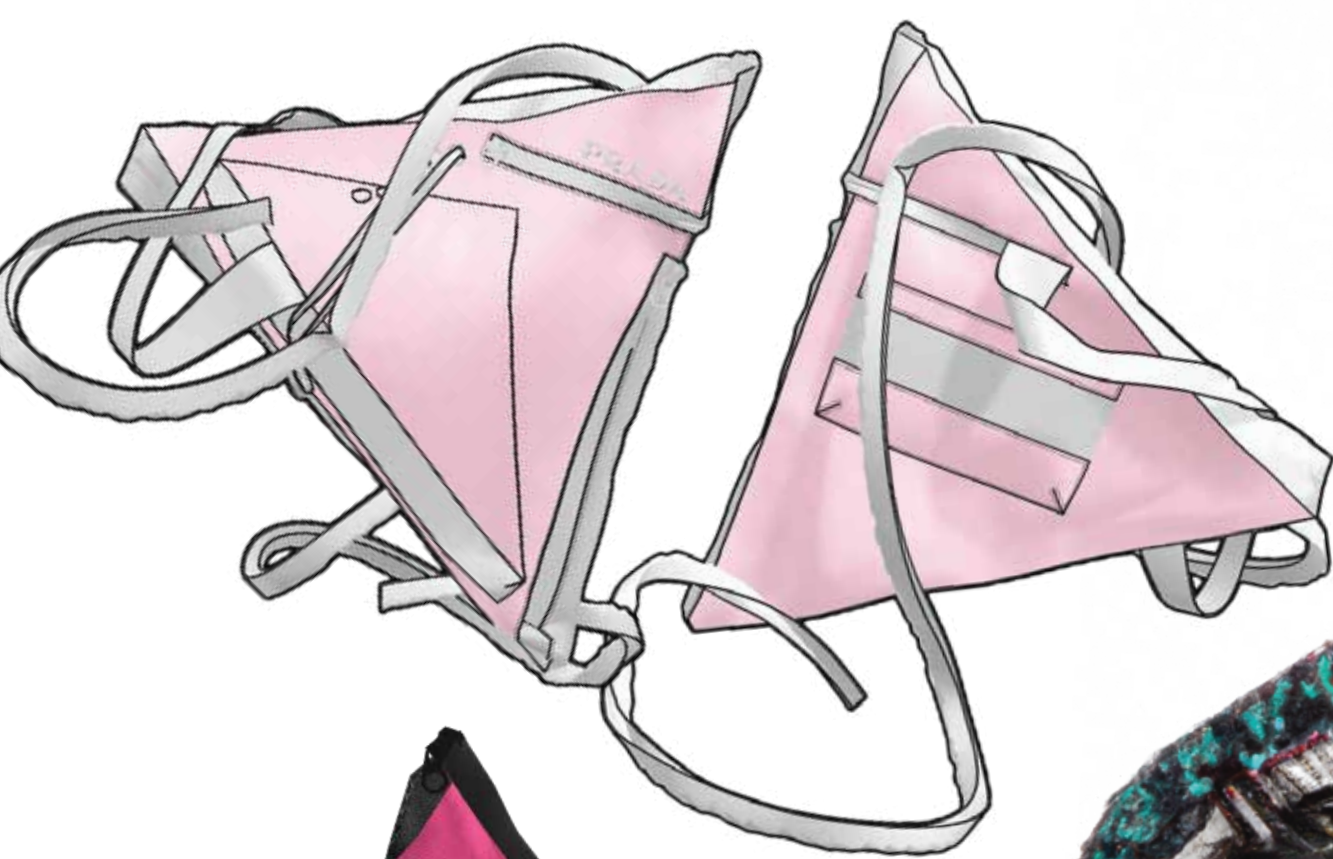**FABRICATION & COLOR**

DALL-E AI Design

CLO3D Render Based on AI design.

DESIGNS

DALL-E AI Design
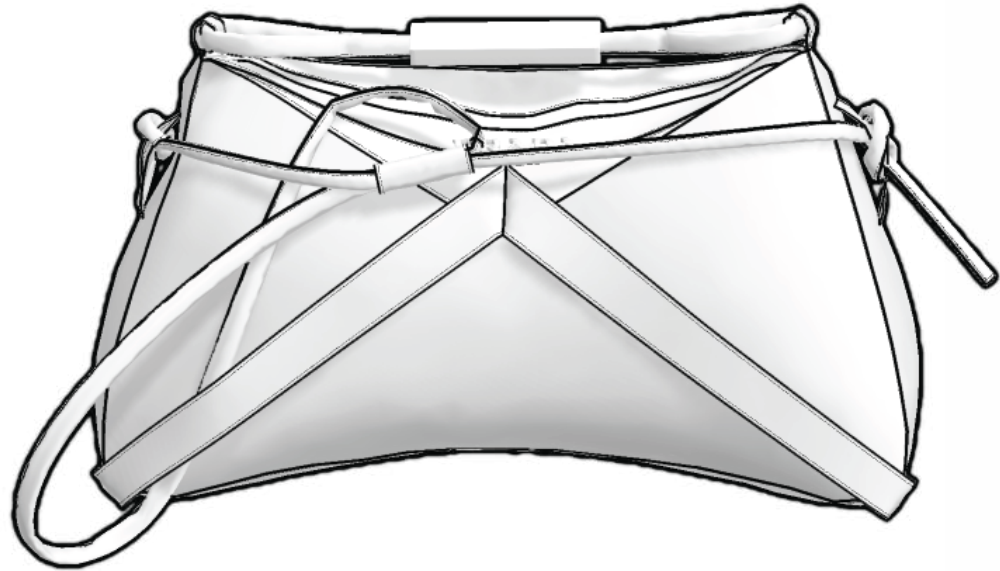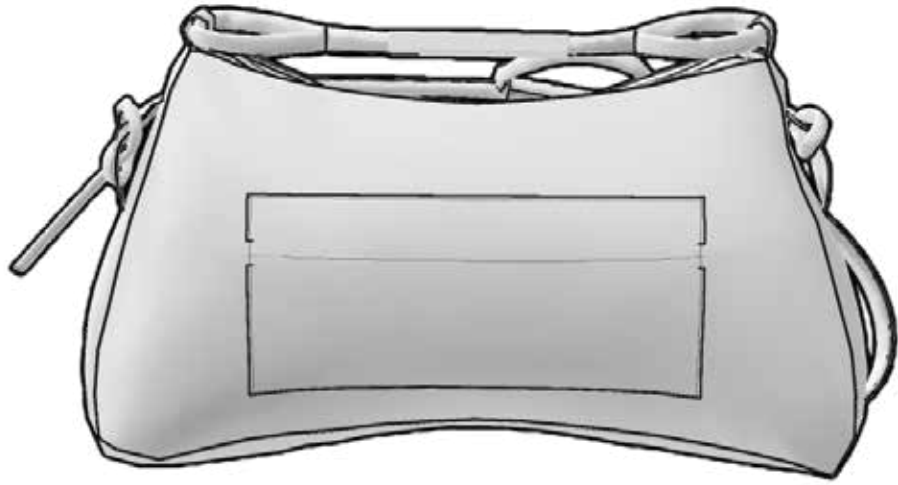
CLO3D Render Based
on AI design.

DALL-E AI Design

CLO3D Render Based
on AI design.

Hangtag
2 x 3 in.

Label
3 x 2 in.

PRADAgo

Bag Handle
.35 x 3 x .75 in.
Composition: Plastic

Prada Metal Logo
2.00 x .314 x .01 in.
Composition: Stainless Steel

Exposed
Internal
Zippered
Pocket

Metal Faux Drawcords
1 x 3 x .5 in.
Composition: Stainless Steel

Cord Ends
.75 x 1.8 x .75 in.
Composition: Plastic

Metal Cord Slider
2.3 x 1.3 x 1.3 in.
Composition: Stainless Steel

DETAILS

Spec Sheet

Style No. 1

No.	Name	3D Image	2D Image	Size 1
1	Point of Measure			11.526
2	Point of Measure			9.906
3	Point of Measure			1.646
4	Point of Measure			4.953
5	Point of Measure			7.104
6	Point of Measure			9.198
7	Point of Measure			4.490

Style No. 2

No.	Name	3D Image	2D Image	Size 1
1	Point of Measure			6.396
2	Point of Measure			2.020
3	Point of Measure			13.035
4	Point of Measure			4.284
5	Point of Measure			4.446
6	Point of Measure			1.216
7	Point of Measure			9.512
8	Point of Measure			7.500

Style No. 3

No.	Name	3D Image	2D Image	Size 1
1	Point of Measure			12.025
2	Point of Measure			9.988
3	Point of Measure			3.439
4	Point of Measure			5.632
5	Point of Measure			4.001
6	Point of Measure			4.001
7	Point of Measure			13.490
8	Point of Measure			14.044

Front

Back

Left

Right

Style No. 1
Brand Prada
Year 2025
Line PRADAgo
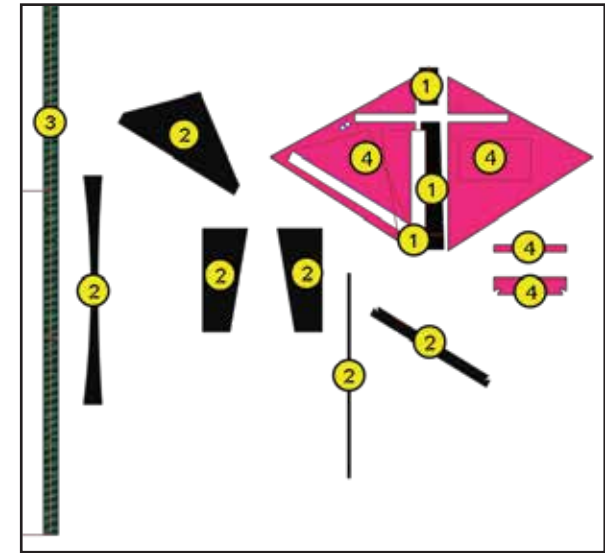**Description** Triangular Multi-Zip Crossbody Bag

Fabric

No	Content ID	Name	Color	Texture	Placement
1	N/A	Nylon Canvas	Black		Front Zipper Cover Piece
2	N/A	Recycled Rope Canvas	YKK 066		Main Cord Strap
3	N/A	Nylon Canvas	PANTONE 1915 C		Front Body, Back Body, Patch Pocket
4	N/A	Cotton Canvas	Black		Pocket Bags, Small Straps

Zipper

No	Content ID	Name	Gauge	Puller	Slider	Teeth	Top-stopper	Bottom_sto...
1	N/A	Zipper_2	#3					
2	N/A	Zipper_4	#3					
3	N/A	Zipper_4	#3					
4	N/A	Zipper_5	#3					
5	N/A	Zipper_5	#3					

Top Stitch / Thread

No	Content ID	Name	Color	Image	Length
1	N/A	Sewing Thread	DTM		6,946.9 mm
2	N/A	Default Topstitch	Black		1.2125 m
3	N/A	Default Topstitch	Black		1.7440 m

Etc.

No	Content ID	Name	Color	Image	Quantity
1	N/A	Prada Metal Logo	Silver	PRADA	1 pcs
2	N/A	Metal Grommet	Gunmetal		1 pcs

Style No. 2
Brand Prada
Year 2025
Line PRADAgo
Description Baguette Shoulder Bag with Functional Strap Detail

Front

Back

Left

Right

Fabric

No	Content ID	Name	Color	Texture
1	N/A	Recycled Rope Canvas	PANTONE 5777 C	
2	N/A	Nylon Canvas	Black	
3	N/A	Cotton Canvas	Black	
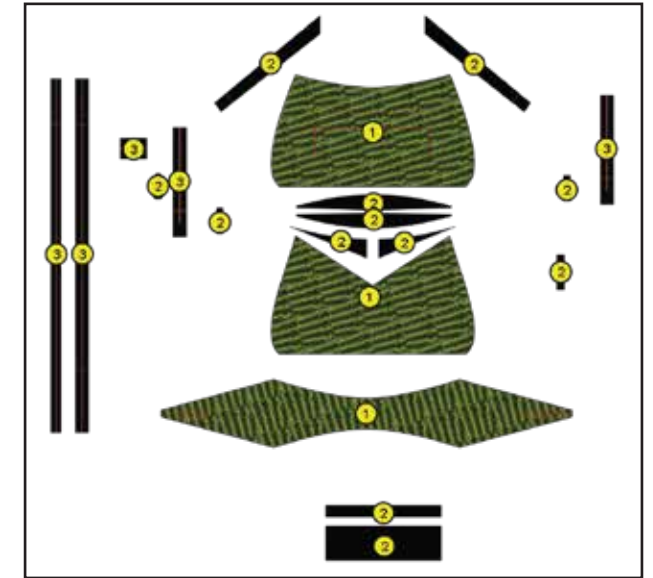
Zipper

No	Content ID	Name	Gauge	Puller	Slider	Teeth	Top-stopper	Bottom_sto...
1	N/A	Zipper_1	#3					
2	N/A	Zipper_2	#3					

Top Stitch / Thread

No	Content ID	Name	Color	Image	Length
1	N/A	Sewing Thread	DTM		5,967.7 mm
2	N/A	Default Topstitch	Black		9.8799 m

Etc.

No	Content ID	Name	Color	Image	Quantity
1	N/A	Prada Metal Logo	Silver	PRADA	1 pcs
2	N/A	Plastic Handle	Black		1 pcs
3	N/A	Metal Grommet	Gunmetal		1 pcs

Front

Back

Left

Right

Style No. 3
Brand Prada
Year 2025
Line PRADAgo
**Description** Exposed Pocket Functional Camera Bag

Fabric

No	Content ID	Name	Color	Texture
1	N/A	Leather Lambskin	PANTONE 7497 C	
2	N/A	Nylon Canvas	PANTONE 693 C	
3	N/A	Cotton Canvas	YKK 194	

Zipper

No	Content ID	Name	Gauge	Puller	Slider	Teeth	Top-stopper	Bottom_sto...
1	N/A	Zipper_1	#3					
2	N/A	Zipper_2	#3					

Top Stitch / Thread

No	Content ID	Name	Color	Image	Length
1	N/A	Sewing Thread	DTM		8,841.1 mm
2	N/A	ISO_301_Lockstitch	DTM		3.0479 m

Etc.

| No	Content ID	Name	Color	Image	Quantity
1	N/A	Prada Metal Logo	Silver	PRADA	1 pcs
2	N/A	Plastic Cord End	PANTONE 693 C		1 pcs
3	N/A	Plastic Cord End	PANTONE 693 C		1 pcs
4	N/A	Faux Metal Drawcord (R)	Gunmetal		1 pcs
5	N/A	Faux Metal Drawcord (L)	Gunmetal		1 pcs
6	N/A	Metal Cord Slider	Silver		1 pcs

#PRADAGo CAMPAIGN INTEGRATIONS

SCAN & LEARN

Implementing new technology will capture a tech-savvy generation of consumers. NFC technology allows users to access information with the tap of their phone. **Using NFC tags on garments and accessories** can be a future-forward and customized way to link customers to repair guides and services, as well as Rope-To-Textile recycling drop box locations. NFC embedded smart textiles and flexible textile tags are among many ways to implement this technology into the collection.

ROPE-TO-TEXTILE RECYCLING PROGRAM

As an expansion of Prada's current collaboration with Econyl to produce nylon fabrics from landfill and ocean waste, **creating textiles from recycled nylon climbing rope** would strengthen customer engagement, create conversation about the brand and it's sustainable initiatives, appeal to current Gen-Z interest in "The Great Outdoors," and promote overall well-being.
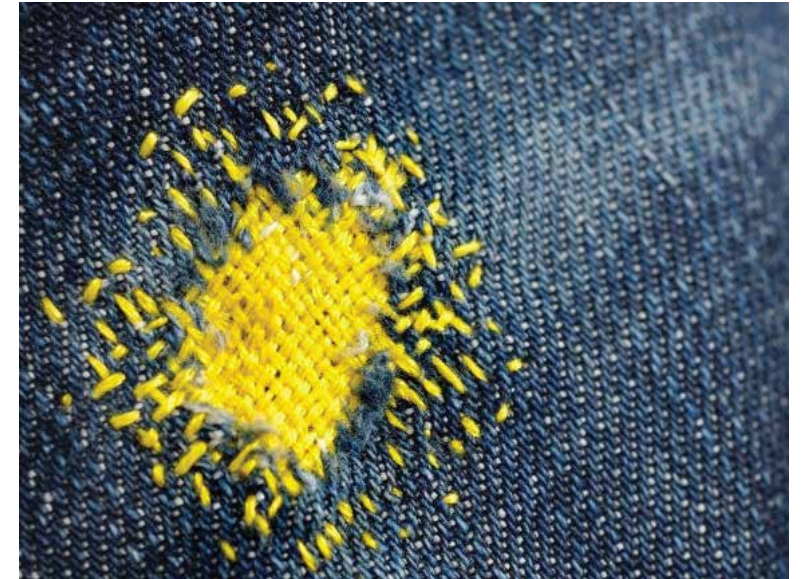
REPAIR SERVICES + EDUCATION

Brands such as Patagonia offer mail-in and in-store repair services to customers to extend the life of their garments. In addition, care & repair tutorials can be shared online. **Encouraging DIY repairs** adds an interactive and personable aspect to the brand.

APPENDIX i

AI-generated runway look.

AI-generated print design.

ALTERNATIVE AI APPLICATIONS IN FASHION

When tasked with rendering a "full-body" or "head-to-toe" runway look, DALL-E prefers to give only close up detail shots. Although the AI often falls short when generating a complete look, the results are still remarkable and apparel design applications of AI should be highly considered by companies and design teams. The program also should be considered a tool for print designers.

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CLO

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