

Prada Website Now At Pradafan.com

source about Prada is now at pradafan.com

March 15, 2008 - [PRLog](#) -- Prada, S.p.A. is a well-known Italian fashion company (also known as a "label" or "house") with retail outlets worldwide.

The company, originally known in Italy as "Prada Brothers", was founded in 1913 by Mario Prada in Milan. In 1978, Mario's granddaughter Miuccia Prada inherited what was still a leather goods business from her grandfather, and led the company's expansion into clothing with an overall more bohemian style. Miu Miu is a second line of clothing, often simpler and evoking a continual image of high-end vintage items. It was followed by the Prada Sport 'Linea Rossa'

Currently Prada is considered one of the most influential clothing designers in the fashion industry.

Following the lead of other companies in a popular trend to absorb as many other fashion houses as possible, Prada took on large debts when it acquired the financially floundering Rome-based house of Fendi in the early 1990s. Prada assumed shares in Fendi with the LVMH company. Prada was unable to turn around/support the money-losing Fendi label, and sold its Fendi shares to LVMH. Prada is still recovering from this debt. In 1999, the company acquired Church's, the English maker of quality shoes; more recently a 45% stake has been sold to Equinox.

The Prada Group's other notable purchases in the 1990s were the Helmut Lang and Jil Sander labels. By 2006, however, both labels had been sold. Jil Sander was sold to the private equity firm Change Capital Partners, which is headed by Luc Vandeveld, the chairman of Carrefour, while the Helmut Lang label is now owned by Japanese fashion company Link Theory.

Prada site for fans is now up and running at pradafan.com. This will certainly be the best site as it contains a lot of information about Prada.

Website: pradafan.com

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