

Vita Prada - Gian Luigi Paracchini

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Questo libro racconta l'universo Prada nella sua evoluzione: l'antica ditta che diventa griffe, il successo sulle passerelle, la proiezione verso mondi diversi come arte, architettura e vela. Un universo dove nel contorno si incrociano anche famosi imprenditori, politici, artisti, architetti, stelle del cinema e dello sport. E la coppia di protagonisti? Tra tante vittorie e qualche sconfitta, Miuccia Prada e Patrizio Bertelli dominano la scena con il talento e un carattere non facile. Per molti aspetti due personaggi che con le loro storie personali, le passioni e le debolezze, sembrano uscire direttamente da un romanzo. Milano, fine anni Settanta. Un incontro a due che promette poco o nulla, al massimo qualche scintilla non necessariamente amichevole. Da una parte il rude toscano-aretino Patrizio Bertelli, famiglia di avvocati, imprenditore di pelletteria, personaggio dantesco, vulcano ribollente di idee. Dall'altra una sofisticata signorina milanese, Miuccia Prada, passato di femminista e militante comunista (sempre in tacchi e vestiti mai banali ai cortei studenteschi), erede d'un negozio di borse e valigie dove passa la migliore borghesia. Per la legge degli opposti che si attraggono, scatta l'imprevedibile alchimia che rimescola le carte sul piano affettivo (i due si sposeranno) e professionale. Le basi del fenomeno Prada vengono gettate in quel primo e già movimentato confronto. Perché fenomeno? Perché ormai Prada non è più considerato soltanto un gruppo e un marchio della moda dai grandi numeri, ma il simbolo di uno stile concettuale che ha saputo ribaltare i canoni estetici, creare tendenze, diventare fatto di costume. Un fenomeno che si è autoamplificato attraverso il design futuribile dei negozi-epicentri, l'avvincente esperienza velica di Luna Rossa in Coppa America e la provocatoria arte d'avanguardia, a volte spiazzante, dell'omonima Fondazione. Questo libro analizza le tappe imprescindibili del fenomeno: la fondazione nei primi anni del Novecento, il cambio di marcia con la coppia Prada-Bertelli, la graduale espansione, qualche brusca frenata e la costruzione di un'identità sempre più forte.

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