



MUICCIA PRADA



Unlike many who baulk when taking such a strong political stance within the fashion industry, Miuccia Prada has once again voiced her strong opinions on gender equality. However, this time she has been even more vocal than ever.

Having previously been the secretary of Milan's Communist party, she has always had an activist impulse. Her expressive side comes from the art world and so it is no surprise that it manifests in her SS18 RTW collection.



With influences from lesser known artists being a strong motif throughout this collection, Mrs. Prada has not shied away from her feminist beliefs. Using the symbolic narrative of the images she has chosen, the influential message shines through with no need for clarification.

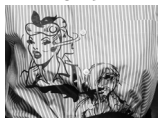


The artwork of Trina Robbins and Joëlle Jones help to empower women, and Giuliana Maldini and Emma Rios ensure that men and women are viewed as equal, which both help to establish Prada's strong political stance.

At first glance this catwalk looked confusing; but still previous collections can be seen within her latest work and she remains true to the Prada name with, for example, the classic combination of corsets and short shorts – originally displayed in the 1922 collection.

The use of strawberry bonbon corsets added shape back into a masculine shirt, and emphasised the conjunction of both male and female fashions which Prada has made a signature. Prada women is able to be soft and delicate, and they are not restricted from adopting challenging masculine shapes that are often less flattering on a feminine figure.

This collection has really explored the boundaries within fashion to show how women no longer have to follow the misogynist view that society still seems to have accelerating the issues raised in 2017 worldwide. From female art work being shown on both garments and the walls surrounding the catwalk, to the more exaggerated silhouettes created through the layering of a variety of textures, this SS18 collection continues to strive towards gender equality.



Office shirts worn by women have often had a certain amount of sex appeal but by pairing them with



work trousers and draping pinafores over the top, Miuccia Prada has been able to take away the sexual connotations surrounding feminine office wear. The women walking down this SS18 runway have authority and power.

The essential handbag continues as a strong motif even in the SS18 collection as it is used to finish off these complex looks, ensuring the collection comes together smoothly. The minor details have not been overlooked this season, showing the continuation of the conjunction between feminism and fashion.

