
2020

Valorizing our industrial heritage

PRADA Group

01 New Logistics Hub in Levanella

AREZZO

The Levanella Logistics Hub is the centrepiece of a major reorganisation plan of the logistics for finished products. The project consists of three buildings covering a total of 33,000 square meters, two of which are already operational and used for the processing of finished products in the clothing, footwear and leather goods divisions. The third building was completed in July 2020.

The project has also focused closely on energy efficiency, providing a cutting-edge example of excellence in the Group's industrial structure: the complex is equipped with a "summer/winter" air conditioning system – one of the first in Tuscany in terms of the volumes of water involved – based on geothermal energy and bringing together the latest technologies in an effective way to care for and preserve the environment. Each building is equipped with photovoltaic panels and LED lighting.



02 Travel Menswear Laboratory in Terranuova Bracciolini

AREZZO

On October 12, 2020, the first Production Laboratory entirely dedicated to the "Viaggio Uomo" collections was inaugurated in the historic plant in Terranuova Bracciolini. The space covers an area of 560 square meters, next to the Leather Cutting Centre and the Embroidery Centre.

The project aims to manage production in-house, with a department able to fulfil the entire cycle - from cutting to finished product - in order to assure quality and excellence. The goal is to produce 1,000 pieces per month, with a target to increase this in 2021.

