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Prada Takes Fine Jewelry...But Make It Nonheteronormative and Sustainable



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1 Day Ago In Style
Words By Zoe Rex

Prada has released its first-ever fine jewelry collection entitled 'Eternal Gold', designed to add a contemporary update to jewelry and Prada as a whole by being genderless and sustainable. The 'Eternal Gold' collection is currently in select stores worldwide and will drop on Prada's website on October 17.

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The Eternal Gold collection is genderless, according to the designer. You'll notice that the heart-shaped charm specifically is sizable and roughly the size of your hand. It has a reminiscent vision of Miuccia Prada's own classic

jewelry collection, which commonly consists of big, bulky necklaces.

Timothy Iwata, Prada's jewelry director manipulated contrast as well. Although the bottom of the heart is quite sharply cut, the top is curvaceous, which shows the distinctive Prada triangle. Overall, the composition is forceful and bold while yet being sentimental and charming.



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The collection has a total of 48 pieces which span in price from four figures to \$60,000 and has ten pieces that may be manufactured to order. In addition to being genderless and having sensational designs, Prada goes above and beyond by incorporating sustainability into this collection.

Prada has a sturdy reputation and background in the sustainable world and the gold used in the 'Eternal Gold' collection is 100 percent certified recycled gold and using the blockchain, every stage of the gold and diamond production chain can be verified and traced. This is a process offered by no other luxury house worldwide.

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prada The reiteration of imagery underscores the cyclical nature of #PradaFineJewelry, while, toying with the timeless appeal of jewelry - another notion of the eternal. Collapsing our notions of time, these images are immutable, immortalised, iconic - in the truest sense of the word.
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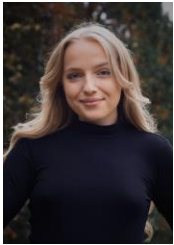
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Courtesy of Prada's Instagram Page



Timothy Iwata sums up perfectly how impactful this collection is to Prada and the fine jewelry industry overall. Iwata stated "Everybody sells love...What's Prada's perspective on it?"

The 'Eternal Gold' collection is available on www.prada.com on October 17

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