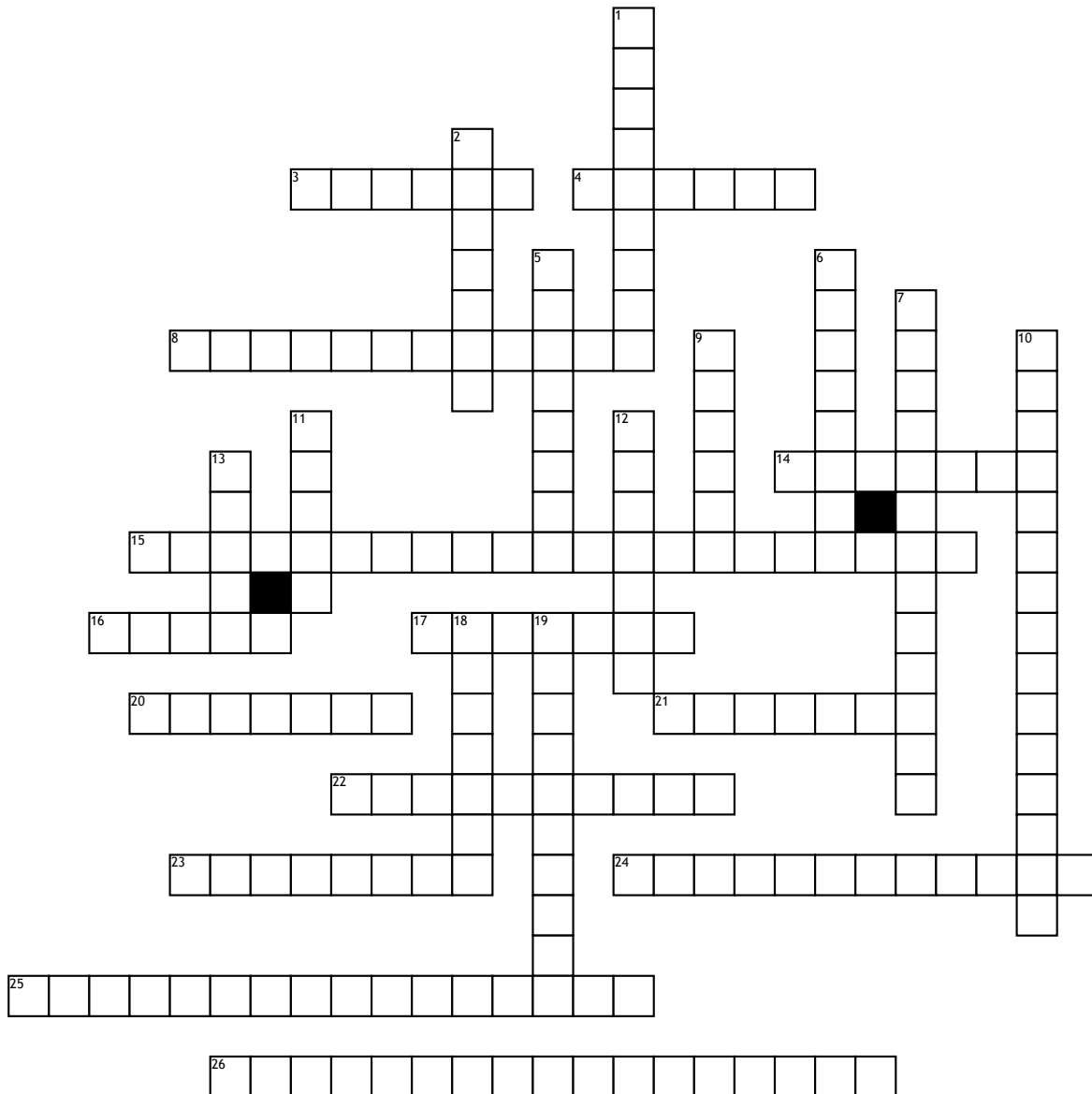


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Lexicon



**Across**

- 3. Combinations of materials/concepts to create a new product
- 4. Prada respects the tradition of superior tailoring, they are then re-interpreted and reimagined
- 8. This word to underline the many facets of the brand
- 14. We find this in the use of something formal combined with something bold
- 15. Prada likes to take from the men's wardrobe to create for the woman
- 16. One of the most iconic materials known to brand
- 17. Prada prides themselves on this, it can be seen across all products
- 20. Years of research and our team of specialists have allowed us to perfect our craftsmanship
- 21. We take inspiration from this to create new products

- 22. The company pushes itself to find new ways of doing things, down to the small details including logos and designs
  - 23. Details have made recurring appearances which have become identifiable brand codes
  - 24. Fashion has no age limit
  - 25. Luxury can be conveyed by very simple items executed perfectly
  - 26. A reinterpretation of classic elements or attitudes into new and timeless versions
- Down**
- 1. A company always in motion, trying to discover new and better ways of doing things
  - 2. Our origin of Prada
  - 5. It has undergone many evolutions, from the original streamer trunks to the latest versions
  - 6. Water repellent and scratch resistant are some words used to describe it

- 7. An item can appear bold however once it is broken down the elements are still classic
- 9. These are often reedited and recombined in unusual ways
- 10. The heritage of the brand is deeply linked to luxury and the craftsmanship
- 11. This is Prada, Miuccia wants them all to feel empowered
- 12. Having different uses for one item, classic and daily items become unconventional/unexpected
- 13. One of the most iconic Prada products
- 18. When you see any resemblance of school, military or industry
- 19. Introduced in 1997 it has made 'lifestyle' an everyday word