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Prada-Fashion as philosophy

The main idea Prada's brand is not to do what other brands do. The Prada brand is the modern concept of beauty. A similar manifestation of beauty can be seen in contemporary art, in models with a non-standard appearance, in modern interior design. Creative people have ceased to satisfy the standards of beauty that have been established for centuries, so they are trying to create something new, more beautiful than it was before. The brand's bags, shoes and travel accessories are the coveted items of fashionistas all over the world. Also, Prada believes that the standards of beauty and the idea that fashion is only glamor are outdated.



Thanks to Miuccie, the phrase "Ugly Chic" has entered the fashion lexicon. Children's pants, the style of an Italian mother, beaded wool, banana-shaped earrings, a combination of different prints, excessive layering or austere conciseness - in general, what has always looked bad taste for most people is shown in full in Prada collections. She says the following about her collections - "Many of my considerations are based on the idea that the world is getting bigger and bigger, and the ideas that people like are getting smaller and smaller. That is why the latest collections have animalistic prints, symbols - because the public wants them. The list of what people dream of is getting shorter and simpler. And this is a cultural problem. "

Prada clothing is all about anti-platitude. Therefore, a Prada woman should not be just beautiful and glamorous, and

should not remain the same for a long time. According to Miuccia Prada, she does not like beauty standards, which she considers commonplace. "I do not like everything that makes a woman beautiful in the eyes of society, I am against this view from a personal and humanistic point of view." "And I also want to be smarter, more complex, pretentious, more interesting and newer."

Міжнародний круглий стіл «Бренд-менеджмент: сучасні інновації, тенденції та міжнародні практики»

All this resembles the behavior of girls from various subcultures who gather in small groups, dress differently from everyone else. Unusual clothing style gives them the opportunity to consider themselves unique, not like everyone else. They talk about their complex inner world and special philosophy. Often this is simply a rejection of the philosophy of this world.

Who wears Prada? This is a bohemian person who loves art, has a fairly high IQ and her own opinion on any occasion. She has a subtle sense of balance and harmony and is not afraid to sometimes seem funny or strange. The main thing is that the image is conceptual. She loves coats and wears them all year round, but if an important event is ahead, she will shine like no other! If you have traditional ideas about beauty and femininity, it is difficult for you to find something desirable in Prada clothing collections and you have to be content with several models of bags.

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Creation and development of brands as a condition for ensuring the competitiveness of companies in the economy

CREATION AND DEVELOPMENT OF BRANDS AS A CONDITION FOR ENSURING COMPETITIVENESS OF COMPANIES IN THE ECONOMY

Alina Kazanzhi

The concept of brand

- **Brand** - a necessary component of economic turnover in countries with a long history and experience of market system development.
- In the current conditions of the global economy, when the world market competes not for goods but for well-known brands, well-known brands become a necessary condition for the firm's stable position in the world market. Global, regional and national brands of the world's leading corporations influence the minds of consumers, shaping their tastes and preferences.

BRAND

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The essence of the terms "trademark" and "trademark" are quite common in the economic literature:

- A trademark is a specific sign, symbol, word, or a combination of them that is used to identify the goods and services of one manufacturer among the goods and services of other manufacturers.