



Sustainable Markets Initiative

Media advisory
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Sustainable Markets Initiative announces Prada Group, the global luxury fashion brand, joins its Fashion Task Force

London, United Kingdom: The Sustainable Markets Initiative's Fashion Task Force announces Prada Group will join the Task Force. It joins leaders from a selection of the world's most recognisable high fashion brands, platforms, and retailers.

The Fashion Task Force is committed to developing and accelerating action-oriented innovative solutions across the fashion industry to accelerate the transition towards a more sustainable future. Since its inception in 2021, the Fashion Task Force has been driving tangible projects in multiple areas which include the launch of the Digital Product Passport at the G20 in Rome, and regenerative agriculture projects in the Himalayas and Apulia, Italy.

Federico Marchetti, technology entrepreneur and sustainable fashion pioneer, and Chair of the Fashion Task Force, commented: "We are thrilled to welcome Prada Group and Lorenzo Bertelli to our action-oriented Fashion Task Force. Lorenzo and I share the same passion for customer centricity and innovation, and Prada is an excellent fit with a cohesive group of leading brands who are striving for one shared purpose: fashion in harmony with Nature".

Lorenzo Bertelli, Prada Group Head of Corporate Social Responsibility, commented: "We are honoured to be part of this coalition and to contribute by sharing our experience in the field of traceability. Building on everyone's valuable expertise and trying to achieve common goals in sustainability, is a productive way to face today's complexity and to constantly improve".

Prada Group will help to drive change and accelerate progress across the Task Force's existing focus areas and beyond.

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About the Sustainable Markets Initiative

Founded by His Majesty King Charles III in 2020, as Prince of Wales, the Sustainable Markets Initiative has become the world's 'go-to' private sector organisation on transition. Launched in 2021, the [Terra Carta](#) serves as the Sustainable Markets Initiative's mandate with a focus on accelerating positive results for Nature, People and Planet through real economy action.

Read more: www.sustainable-markets.org