

The people. The point of view.



THE BEGINNING

Mario Prada

Prada's official history begins in 1913, when Mario Prada opened a store in Milan's Galleria Vittorio Emanuele II selling luxury travel and leather goods. In 1919 Prada became an official supplier to the Italian Royal Household, which allowed the House to incorporate the Savoy coat of arms and knotted-rope motif into its identity. Miuccia Prada and Patrizio Bertelli later transformed the business internationally, with nylon, minimalist ready-to-wear and conceptual design becoming central to modern Prada. For Sui Generis, the result is a brand where a discreet 1990s nylon piece and a current product with embedded NFC can both be entirely authentic but require different evidence.

FOUNDED

1913

ORIGIN

Milan, Italy

WHY THE DETAILS MATTER

Prada uses article/style references, internal factory/quality-control numbers, retailer/authenticity-card data on some eras, and increasingly NFC/Aura digital identification. These are different identifiers. The small numbered factory tag inside many bags should not be treated as a universal unique serial. At Sui Generis, we identify the code type before evaluating whether it belongs to the item and era. Prada care/product labels can contain fiber composition, care symbols, country information, article/style identifiers and, in some modern eras, RFID/EPC or digital-identification information. Authentic labels should have crisp text and symbols, logical spacing and professional attachment.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

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Names, lines & relationships

Prada Parent House / Mainline Fashion, leather goods, footwear, accessories and other categories under the Prada parent House.	1913
Prada Linea Rossa (formerly Prada Sport) Performance / technical line Technical and performance-oriented fashion, outerwear, sportswear, footwear and accessories for men and women.	1997

Prada Linea Rossa (formerly Prada Sport) is Prada's technical/performance line. Official Prada sources date its introduction to 1997 and the new Linea Rossa incarnation/relaunch to Fall/Winter 2018. The 2018 milestone must not be treated as the origin date.

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A story in chapters

1913

Prada

House origins · Mario Prada

1997

Prada Linea Rossa (formerly Prada Sport)

Line / house introduction in the cited records

COLLECTION CONTEXT

Prada's official history begins in 1913, when Mario Prada opened a store in Milan's Galleria Vittorio Emanuele II selling luxury travel and leather goods. In 1919 Prada became an official supplier to the Italian Royal Household, which allowed the House to incorporate the Savoy coat of arms and knotted-rope motif into its identity. Miuccia Prada and Patrizio Bertelli later transformed the business internationally, with nylon, minimalist ready-to-wear and conceptual design becoming central to modern Prada. For Sui Generis, the result is a brand where a discreet 1990s nylon piece and a current product with embedded NFC can both be entirely authentic but require different evidence.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

PRADA Size 10 Black Stretch Cotton Brown Trim Blouse

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL



01 / WHAT YOU CAN READ

PRADA · MADE IN ITALY · 46

02 / HOW TO USE IT

Separate the three fields: house name, stated manufacturing country and printed size. Keep the number 46 in your notes even if a seller offers a converted size.

03 / WHAT TO CHECK NEXT

The name and size labels do not provide the fiber blend or season. Add the full care label and garment measurements to the record.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

https://www.prada.com/us/en/info/faqs/authenticity.html

https://www.fashionphile.com/blogs/academy/how-to-spot-a-fake-prada-bag

https://www.genieauthentication.com/blogs/prada/how-to-authenticate-prada-clothing

https://www.pradagroup.com/en/group/history.html

https://www.pradagroup.com/en/news-media/press-releases-documents/2018/18-09-00-prada-linea-rossa.html

https://www.prada.com/ww/en/pradasphere/fashion-shows.html

https://www.vogue.com/fashion-shows/designer/prada

https://www.firstview.com/alpha_list.php?type=designer&deslist=1&s=prada

https://suigenerisconsignment.com/products/prada-size-10-black-stretch-cotton-brown-trim-blouse

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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