

CR

PRADA AND ASPENX TEAM UP FOR AN ECO-SUSTAINABLE SKI COLLECTION

THE FASHION HOUSE TEAMS UP WITH ASPENX FOR THE ULTIMATE SKIING EXPERIENCE



BY SARAH MAI DEC 16, 2021



With the winter chill bringing in ski season, Prada collaborates with ASPENX, the premium Aspen Skiing Company brand, for a limited-edition collection of skiwear.

The fashion house is the first of its kind to sign a five-year-long “green” loan, dedicating the brand to sustainable choices, which doesn’t end at ReNylon bags or lack of fur. The jackets of their limited edition collection are sustainable, with two outerwear pieces. The Extreme-Tex Jacket and the Extreme-Tex Ski Jacket utilizes Prada’s three-layer fabric, Extreme-Tex, that insulates that jacket and gives the jacket waterproof qualities. As an extension of Prada’s Linnea Rossa, the collection features the house’s signature red stripe that was popularized in 1997. Graphene® padding is also used in jackets to regulate body temperature to hit the slopes in style and comfort.





The limited-edition ASPENX x Prada collection features a striking signature graphic of white and black slashes designed by Paula Crown. Both visually and technically, Paula crafted this capsule to embody the rhythms and recreations of the iconic ski town and will include a selection of male and female pieces.

The ASPENX x Prada collection is now available at [ASPENX.com](https://www.aspenx.com).