

# Renowned designer Raf Simons joins Prada

*Financial Times* reports that Raf Simons has been appointed as co-creative director of Prada, a move the luxury group hopes will reinvigorate interest in the company and attract new generations of high-end shoppers.

The appointment also gives an answer as to who will succeed Miuccia Prada, who is in her seventies.

Simons is widely considered to be one of the industry's most inventive designers and will continue to operate his eponymous men's label in Antwerp when he joins Prada on 2 April.

Read the full report [here](#).

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