



Diet **PRADA**

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Publication

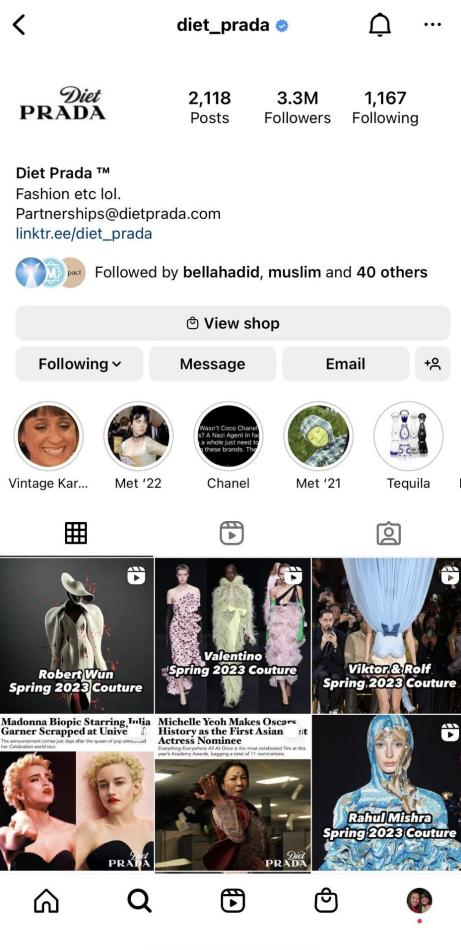


Diet prada is an instagram account and fashion group that was founded in 2014 by two anonymous founders. They were later identified in 2017 as fashion industry professionals Tony Liu, and Lindsey Schuyler.

Since it is an instagram account, there are no editor-in-chiefs or companies that own it, it is simply it's own brand

Now, after eight years of running Diet Prada, they have amassed a following of more than 3 million on Instagram. Their posts show side-by-side photos of original fashion designs and pieces that appear to have copied them.





Diet Prada's Role

Diet Prada is a publication that has a large platform, especially on Instagram. Its role is quite significant because of its honesty. Diet Prada is known for holding brands, photographers, and those in the fashion industry, accountable.

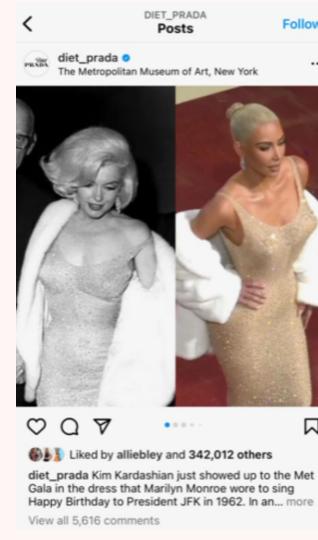
Diet Prada not only is an honest publication, it is also fun, fresh, and trendy. Diet Prada posts memes, covers content about new fashion seasons, trends, and pop culture.

A screenshot of the Diet Prada website. The header features the "Diet PRADA" logo. Below it is a "Latest Stories" section with an image of a woman in a black dress and a headline: "A Givenchy 'Homage' by Matthew Williams Unravels a Complex History With Late Designer Ben Cho". There are "Read more" and "Latest Stories" buttons. To the right, there's a sidebar with "Latest Stories" and images of a woman in a red dress and a woman speaking into a microphone. The footer includes the URL "dietprada.com" and a "Private" link.

Diet Prada's Image

While Diet Prada is mainly known for exposing and shaming fashion brands and designers for copying small businesses and lesser known designer's work, they also post other insight on what's happening in the fashion industry

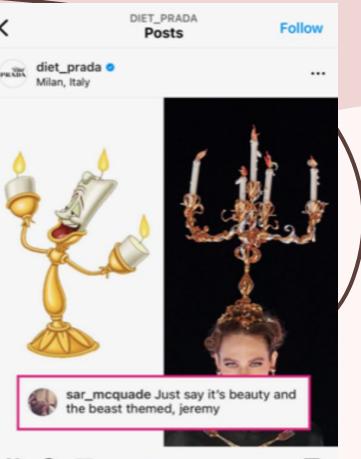
- Posts easily digestible content covering fashion weeks, breaking celebrity news, and red carpet events



Target Market & Relevancy

Diet Prada primarily targets its content towards the Gen Z audience (ages 18-25), with respect to a slightly older demographic as well, who use social media daily

- Aspects of humor and subjective topics
- Not as refined as other fashion publications



Known as the “fashion watchdog” of Instagram, Diet Prada’s first major accomplishment was exposing Dolce & Gabbana’s extremely racist ad mocking Chinese culture in 2018

- Resulted in canceling the brand’s Shanghai fashion show
- Exposed Stefano Gabbana’s DMs on Instagram and brought the history of the brand’s cultural insensitivity to light
- “Hey, we can actually do something” ~Liu, Co-Founder of Diet Prada
- Gained hundreds of thousands of followers as a result

#moschino #mfw #milanfashionweek #milan
#surrealism #beautyandthebeast #disney #cartoon
#liveaction #wiwt #ootd #costume #homedeoor
#design #fashion #wiwt #ootd #sculptural #animation
#candles #clock #feathers #hat #models #runway
#dietprada

Reputation and Future



Diet prada has a pretty good reputation but there are definitely some brands who don't approve of this publication. It is known for being one of the most feared instagram accounts because of its hard criticism.

When Diet Prada first started, they only had two people running the publication, Tony Liu and Lindsey Schuyler. Now they have more people to help run this account. They also now have more and more companies who want to collaborate with them.

Diet Prada has also collabed with a few different companies. Some of these include Balenciaga, Gucci, Yellowpop and some other big brands.





Throughout all the hot-water Diet Prada has been through they still stand tall. In fact, a lot of these controversies led them to expand from just fashion to shining light on homophobia, racism, environmental issues, etc.

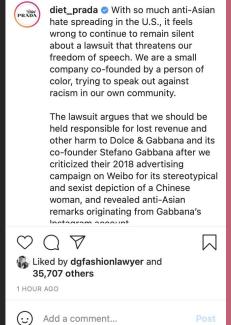
Many brands are somewhat scared of Diet Prada because of how the DG situation went down. Brands think that Diet Prada is a big proponent to cancel culture and try to stay out of its line of fire.

Fun Facts

One of the first big news stories to involve Diet Prada was a feud it had with Dolce and Gabbana. The brand even sued the two founders for about \$600 million. This lawsuit still has yet to be dropped. This came after Diet Prada called out Gabbana for blatant racism.



On Monday, we filed a defense of our freedom of speech in answer to defamation claims brought in a Milan court by Dolce & Gabbana.



The background features abstract, organic shapes in a light beige color. On the left, there is a large, rounded shape with a thin black outline. On the right, there is a smaller, rounded shape in a darker shade of beige. The overall aesthetic is clean and modern.

Thank You Questions?