



# *Diet* **PRADA**

By: Elizabeth Martin



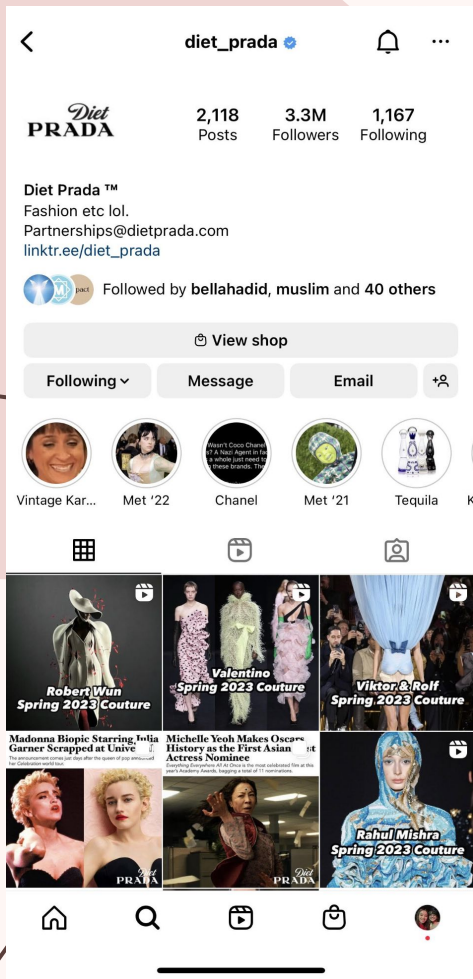
# Publication

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.

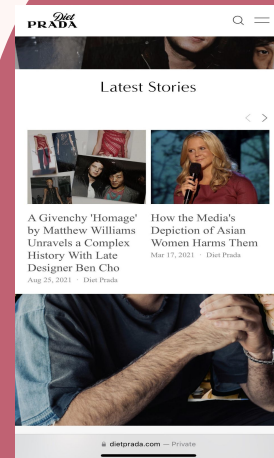
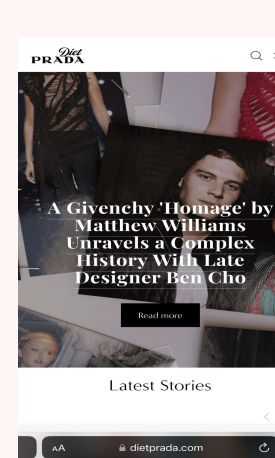




# Diet Prada's Role

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.

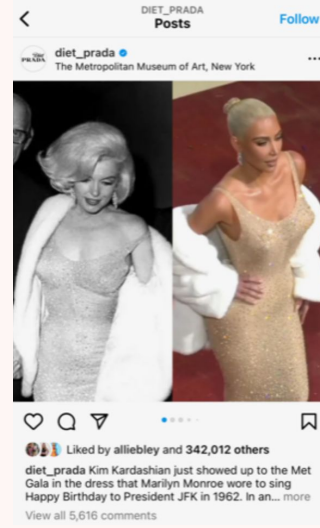
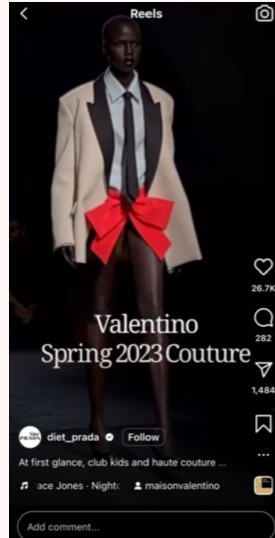
Diet Prada not only is an honest publication, it is also fun, fresh, and trendy. Diet Prada posts memes, covers content about new fashion seasons, trends, and pop culture.



# 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

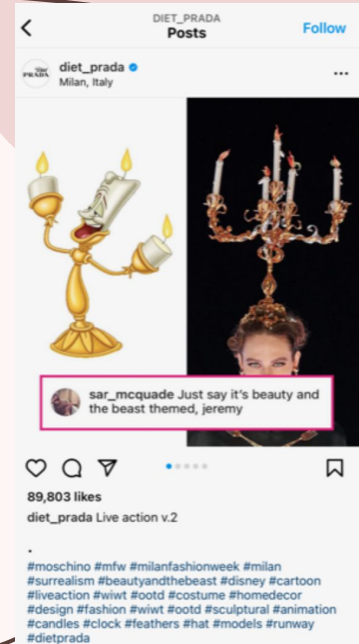
Diet Prada primarily targets its content towards the Gen Z audience (ages 18-25), with respect to a slightly older demographic as well, who use social media daily

- 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



# 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.







# Fun Facts

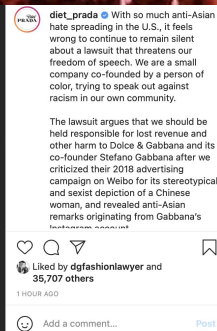
One of the first big news stories to involve Diet Prada was a feud it had with Dolce and Gabbana. The brand even sued the two founders for about \$600 million. This lawsuit still has yet to be dropped. This came after Diet Prada called out Gabbana for blatant racism.

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.

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



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





Thank You  
Questions?