

Prada's 'Couleur Vivante' Redefines Fine Jewelry

Published on 11 Sep 2025 | By IFI Correspondent



Prada's 'Couleur Vivante' Collection: A Bold Statement in Fine Jewelry

Prada's latest fine jewelry collection, 'Couleur Vivante,' marks a significant departure from traditional luxury, embracing vibrant gemstones and innovative designs. Launched in September 2025, the collection embodies a fusion of art and craftsmanship, reflecting Prada's commitment to redefining elegance.

A Palette of Unconventional Gemstones

'Couleur Vivante' features a curated selection of gemstones, including amethyst, aquamarine, madeira citrine, pink morganite, and oro-verde peridot. These stones are chosen for their intense, nuanced colors rather than traditional notions of rarity. The collection challenges conventional perceptions of preciousness, aligning with Prada's ethos of subverting luxury standards.

Innovative Design Philosophy

Under the creative direction of Miuccia Prada and Raf Simons, the collection presents jewelry that defies traditional forms. Pieces such as drop earrings, solitaire rings, line bracelets, and rivière necklaces are reimagined with asymmetrical settings and unexpected gemstone pairings. This approach reflects a playful clash of forms, emphasizing individuality and modernity.

Campaign Imagery: A Fusion of Art and Identity

The campaign for 'Couleur Vivante' features prominent figures like poet Amanda Gorman and actresses Maya Hawke and Kim Tae-Ri. Captured in monochrome portraits, their images are overlaid with translucent veils of color, transforming them into living canvases that showcase the jewelry's vibrant hues. This artistic representation underscores the collection's theme of color as a form of self-expression.

Blockchain Transparency: Ensuring Authenticity

In a move towards greater transparency, each piece in the 'Couleur Vivante' collection is recorded on the Aura Consortium blockchain. This initiative allows customers to verify the authenticity of their jewelry, providing access to images documenting the gemstone's transformation from rough to polished form. Additionally, each piece comes with a grading certificate from a leading gemological laboratory. [V Magazine](#)

Availability and Future Prospects

The 'Couleur Vivante' collection is available through Prada's official channels, offering customers the opportunity to acquire pieces that blend traditional craftsmanship with contemporary design. As Prada continues to innovate in the fine jewelry sector, 'Couleur Vivante' sets a new standard for luxury, emphasizing individuality, transparency, and artistic

expression.

For more style updates & exclusive fashion stories follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.