

**TOMMASO EBHARDT**, Bloomberg's Southern Europe director, presents *Prada, una storia di famiglia* (Sperling & Kupfer), a journey into the history and strategies that transformed a leather goods shop into a global luxury empire. From the meeting between Miuccia Prada and Patrizio Bertelli to the entrepreneurial vision that revolutionized fashion, Ehardt reveals the behind-the-scenes of an Italian icon.