

PRADA LINEA ROSSA: A LINE THROUGH

WILLOW SMITH LAUNCHES PRADA LINEA ROSSA FALL/WINTER 2019 UNDER THE STREETS OF LONDON IN AN UNANNOUNCED TO THE AUDIENCE PERFORMANCE MOMENT

Streamlined, innovative, technical, real - Prada Linea Rossa is engineered to modern living.

Exploring the metropolitan and urban roots of Linea Rossa - the fusion of overground and underground, of different lives and experiences - on 7 October 2019, Prada Linea Rossa collaborated with the musician and artist Willow Smith to stage a performance moment. This unprecedented live, raw and spontaneous set staged at a station along the Central Line on London's Tube, the 'Linea Rossa' running through the capital, brought the Fall/Winter 2019 Linea Rossa line to life.

This act was designed to make an everyday commute into an extraordinary experience. Completely unannounced to the audience, impossible to plan for, yet documented real-time and instantly shared, this moment was a celebration of the transient nature of our real life experiences, the spontaneous beauty of chance: the performance of our everyday.

In today's urban world, a 'Linea Rossa' - a red line - is universal, a uniting emblem, simple yet complex, coded and deep. Irrespective of nationality, designed to function beyond language, it can be immediately recognized in the context of our major cities - a line through all of them, each 'Linea Rossa' represents travel, speed, dynamic energy. These 'Linea Rossa' draw individuals together, build communities - the inspiration behind the Willow Smith Linea Rossa performance.

Prada Linea Rossa has always been inspired by reality, by the demands of modern living - bodies and movement, urban reality, metropolitan clothing. Linea Rossa reflects that in clothes engineered for bodies and lives, technologically advanced, active wear designed for outstanding performance, everyday.

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THE FALL/WINTER 2019 COLLECTION

Metropolitan clothing - form following function, style synthesized with the precisely technical - the new Fall/Winter 2019 incarnation of Linea Rossa premiered at the Prada Men's and Women's runway show in Milan in January, and has been uniquely recontextualized through an immediate and impromptu live performance by musician and artist Willow Smith, staged along the 'Linea Rossa' on London's Central Line.

The emblem of the Linea Rossa links the transportation lifeline of the city with the Fall/Winter 2019 collection; boldly striped across the chest, in a new macro-scale iteration, this red line is a unifying element, a connecting thread to identify the collection's pieces and their distinct point of view on the performance of everyday life.

Tied to the themes of the Fall/Winter 2019 runway collection, the new Linea Rossa collection is recolored in military tones of field green and battleship grey, underscoring uniform roots that have always inspired the range in complimentary styles for men and women. Thermal-welded seams negate stitching, ensuring garments are impermeable yet fluid and free, also echoed in treatments on footwear and accessories - streamlined and go-faster for the pace of contemporary living.

Fabrics are advanced, forward-thinking - building on the foundations of the label, new construction methods and materials are introduced, expanding the Linea Rossa spectrum, extending the line. Alongside an established wardrobe of tech-specific textiles - graphene and recycled polyester padding, Goretex Pro water-repellent microfiber, 'Tela Tecnica Pro' and conductive and reactive fabrics to help regulate body temperature - knitwear is created using a seamless three-dimensional techno-knit, allowing maximum strength and comfort. The knit is PH balanced for a hypoallergenic effect, while the structure permits air to circulate the body to wick moisture from the skin and antibacterial treatments minimize odors.

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Reflecting a focus on sustainable practice across the Prada Group, technical jersey is created with polyester fibers recycled from plastic bottles recovered from sea and land-fill: the waste is melted, then spun into thread to create the lightweight double-sided jersey. This renewable polyester - reconstituted on a molecular level reduces CO2 emissions by 75% when compared to virgin polyester. The technical specifications of fabrics are highlighted with a serial number on garment, indicating the weight of fabric - light, medium or heavy, emphasizing their suitability for specific activity, but engineered to daily needs.

As ever, the shapes fuse survival and sports-determined form and function with modern luxury elements, echoing Linea Rossa's unique backstory as a pioneer in the melding of fashion with active wear. They also undoubtedly reflect today a continued enthusiasm and demand for clothes that push at the boundaries between these different style realms, boldly going somewhere new.

#PradaLineaRossa

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